

# Ky Patterson – Resumé

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## Mission

I strive to elevate software and software developers by building robust support systems.

High-quality coding tools and strong mentorship lead to great development teams, and great development teams lead to great delivery outcomes.

## Current objective

I will leverage my expertise with pharmaceutical marketing delivery processes to build high-quality software products aimed at streamlining digital marketing material delivery.

## Core skills

I have deep technical expertise in how to craft web technology to enable people to work more efficiently.

Equally important, I have deep interpersonal skills to bridge the gap between technology and those for whom it is built. My successes have always been rooted in helping people to understand and use new ideas.

## Work experience

### Klick Health

*2019 to 2021 • Senior Full-Stack Developer*

*2021 to present • Technical Architect*

- Built a revolutionary Closed Loop Marketing content delivery system, enabling pharma reps to perform highly targeted call detailing during virtual HCP visits throughout the pandemic.
- Was the ultimate technical authority for over 100 digital marketing delivery projects for a major US pharmaceutical company, including nine new product launches.

### Morvren-Achronos

*2018 to 2019 • Co-Founder*

- Executed custom web automation solutions for boutique clients with specialised needs.

## Clickzoom

*2015 to 2018 • Lead Product Developer*

- Created a lead generation system on behalf of an advertising agency specializing in the US health care market.
- Over time, grew the product into a powerful data analytics tool, a call centre-focused CRM, and a pharmaceutical clinical trial management system.

## Adlinkr

*2012 to 2015 • Lead Developer*

- Primary developer for three products focused on the email marketing industry.
- Built an Email Sending Platform which utilized an adaptive algorithm to modify itself and maximize deliverability.

## Web Impact

*2009 to 2012 • Senior Product/R&D Developer*

- Primary software engineer for flagship enterprise-grade web application development/web presence management platform.
- Lead for developer training, documentation, coding guidelines, hiring standards.