

Bryant Patton

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PROFILE

- Former growth marketer and manager turned full-stack engineer on the cusp of completing 12-month full-time program with an emphasis on React.
- 10+ years of deep experience in paid search, social, and display for retailers like eBay, with specific and marketing analytics and technology expertise.
- Passion for technology, e-Commerce and analytics.

EXPERIENCE

LAMBDA SCHOOL

FULL-TIME ENGINEERING STUDENT

March 2019- PRESENT (COMPLETION DATE: FEB 1st)

Set to complete 45+ hour per week intensive engineering program in February. Completed multi-discipline school project for a real company, building an app they now use. Program emphasis on JavaScript, GraphQL, Python, UI, Networking, OOP and Core Data

- Studied 45+ hours per week in intensive full-time program with a focus on React, JavaScript, HTML, CSS, Node, Python, Express, SQL, GraphQL, Core Data, Networking, APIs, UI, and OOP.
- Accumulated 1,400+ hours of coding experience to-date.
- Built work order management project for iOS and Android for a small company that contracted with Lambda School for student engineers.

PNTHEON

JUNIPER NETWORKS | PAID SEARCH CONSULTANT

SAN FRANCISCO, CA

DEC 2017 - PRESENT

Build and manage global paid search and GDN programs. Helped establish in-house search marketing team. Provide ongoing training.

- Re-built and restructured search campaigns using language processing techniques, leading to a 50% drop in cost per new qualified lead.
- Integrated AdWords with internal tracking system to enable dynamic, account-based display remarketing and lead nurturing, and RLSA search campaigns.
- Manage US and EMEA campaigns and oversee agency partners in APAC.

CAIMAN CONSULTING

eBay | SR CONSULTANT

SAN JOSE, CA

SEPT 2017 - FEB 2019

New channel incubation consultant for Display and Social within Global Growth org. Tested, nurtured and grew new paid channels having the potential to become the next sources of efficient and high-volume active users. Main focus on Pinterest Shopping Ads, with additional contribution to Instagram, Facebook Dynamic Ads, Dynamic Video and GDN Prospecting.

- Built complex product listings ads infrastructure and managed campaigns for Pinterest Shopping channel.
- Reduced Pinterest cost per active buyer by 96% within 6 months and scaled volume by 5x within 12 months, while maintaining efficiency.
- Partnered with Analytics and Science teams to design, execute, and measure incrementality and A/B tests.
- Built and maintained dynamic image templates for 30M products using and Apache template engine and HTML/CSS.
- Designed and implemented audience testing strategies for Pinterest and GDN Prospecting.
- Maintained integrity of Facebook product feeds and worked with Product team on feature improvements.
- Delivered prototypes and product requirements to developer teams for new product development of data feeds, CRM integrations, pixel services, image servers and machine learning image recognition.

- Maintained and groomed product backlogs, prioritized initiatives for sprints.
- Automated reporting dashboards by linking data through native APIs and custom ETL warehouses.

SWIRL, INC.

SENIOR SEARCH AND BIDDABLE MEDIA MANAGER

SAN FRANCISCO, CA

JUNE 2015 - AUG 2017

Promoted to hire, train and manage a team of 6 responsible for performance marketing campaigns for Swirl's agency clients.

Oversaw the team and hands on responsibility of paid search, paid social and programmatic channels.

- Campaign strategy, planning and execution on search, social and programmatic platforms.
- Managed team of 6, with 8 clients and \$1.5M+ spend per month. Clients included CA Technologies (Broadcom), Microsoft, Juniper Networks, Monrovia and DocuSign.
- Started in-house DSP using The Trade Desk. Built and operated programmatic display campaigns.
- Integrated clients' DMP audiences with programmatic partners.
- Created automated reporting platform with Tableau Server.
- Integrated CRM systems (Eloqua/SF) with Google and Facebook for personalization and nurturing.

SEARCH AND BIDDABLE MEDIA MANAGER

SAN FRANCISCO, CA

JUNE 2013 – MAY 2015

Initial hire for Agency's newly created biddable media team. Onboarded new clients and managed performance of paid search, social and display campaigns.

- Collaborated with traditional media and creative teams to develop integrated digital and traditional media executions.
- Paid Search (SEM) Management and Biddable Display Management.
- Facebook, LinkedIn & Twitter Advertising.

Direct Partners (Omnicom Agency)

SEARCH MARKETING SPECIALIST

SAN FRANCISCO, CA

AUGUST 2011 – MAY 2013

Managed and optimized paid search, GDN and Facebook campaigns for B2B and B2C clients across multiple industries.

- Created, placed and optimized campaigns on AdWords, GDN, Bing, Facebook and LinkedIn.
- Responsible for weekly and monthly reporting on CPA goals.

Hewlett-Packard

MBA INTERN, MARKETING STRATEGY

PORTLAND, OREGON

2010

- Identified and forecasted strategic growth opportunities for new business lines for HP IPG.
- Recommended levels of investment and quota assignments, prepared budgets, ad copy, and sales literature.

EDUCATION

Portland State University

MBA, INNOVATION MANAGEMENT AND MARKETING FOCUS

University of Denver

BA, INTERNATIONAL STUDIES AND BUSINESS DEGREE