

# PATRICK BEESON

## ABOUT

I'm a polymath specializing in web development and digital content strategy.

## SPECIALTIES

- » Full-stack web application development with a mobile-first perspective
- » Strategic planning and multi-platform product development
- » Curation of emerging trends for real-world application
- » Project management and client relations
- » Teaching web technology to digital novices

## LANGUAGES

Experienced with Python frameworks Django and Flask, HTML, Sass/CSS and frameworks Bootstrap/Bourbon/Susy, JavaScript (and framework jQuery), Apache and PostgreSQL



**PATRICK@PATRICKBEESON.COM**

336-926-2326 » [patrickbeeson.com](http://patrickbeeson.com)



## WORK EXPERIENCE

### DIRECTOR OF DIGITAL STRATEGY

*The Variable, January 2014 to present*

Led web strategy and front-end development for Southern-grocer Lowes Foods rebranding; built web-based sales/marketing platform for Sunshine Beverages; created web application to test consumer preferences toward do-it-yourself training for national home-improvement retailer Lowes Home Improvement; advised national clothing retailer Soffe on best practices for web development and website redesign; furthered development of internal business intelligence toolset and web application environment.

### DIRECTOR OF DIGITAL COMMUNICATIONS

*Wake Forest University, December 2011 to January 2014*

Assessed and repositioned the digital communications team to align with University priorities; led upgrade of web server environment and WordPress content management system; integrated code-management process using Git; increased collaboration with and confidence of University partners; informed decision-making through data and testing; launched website for the University's \$1 billion, five-year capital campaign

### WEBMASTER

*Virginia Tech Carilion Research Institute, December 2010 to December 2011*

Developed content management system for VTCRI and its labs; conceptualized development environment for rapid testing and deployment; evolved design for VTCRI and created design for lab websites; advised labs on best practices for the web; created marketing collateral and campaign for Distinguished Visiting Scholars Series

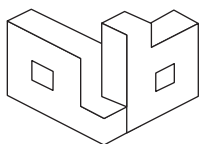
### CONTENT MANAGER

*E W Scripps, November 2008–December 2010*

Directed content acquisition; led content-related projects; managed vendor relationships; researched and advised on best practices in web content strategy among Scripps' properties and competitors; and served as the in-house expert on Scripps' content management system

CONTINUED





## PATRICK BEESON

### CONTINUING EDUCATION

**PYTHON PROGRAMMING**, O'Reilly School of Technology

**PROJECT LEADERSHIP**, Griffin Tate Group

**PROJECT MANAGEMENT CERTIFICATE**, University of Tennessee

**PROJECT MANAGEMENT EXAM: INTENSIVE REVIEW**, University of Tennessee

### PROJECT MANAGER

*E W Scripps, February 2007–November 2008*

Managed the planning, development, documentation and launch of products for Scripps' 14 newspaper websites; served as the point-of-contact for property staff for project communication needs and trouble-shooting

### ADJUNCT PROFESSOR

*University of Tennessee School of Journalism and Electronic Media, October 2007–Present*

**[JEM 200 Newswriting]** Taught sophomore communications students how to be dynamic, multi-platform journalists; emphasized writing for the media, photo journalism, audio editing, HTML and search engine optimization

**[JEM 422 Managing News Websites]** Taught senior-level journalism students about the many responsibilities involved in managing a news website; emphasized using a content management system, analytics, advertising, HTML and CSS, search engine optimization and social media

**[Tennessee Journalist faculty advisor]** Advised students managing and producing content for the award-winning Tennessee Journalist news website (<http://tnjn.com>)

### WEB STANDARDS DEVELOPER

*The Roanoke Times and roanoke.com, October 2006–February 2007*

Led optimization efforts for roanoke.com and niche websites using Web Standards for performance, accessibility and search engine optimization; maintained website infrastructure, and developed interactive tools to enhance the user experience and drive engagement

### ONLINE PRODUCTION EDITOR

*The Roanoke Times and roanoke.com, May 2005–October 2006*

Managed content needs for roanoke.com and niche websites; produced breaking stories, photo galleries, blogs, podcasts, audio slideshows and webcasts; developed special content packages; and led transition from table-based to CSS-based design of roanoke.com.

## EDUCATION

### UNIVERSITY OF ALABAMA

*Master of Arts, Journalism, 2003–2005*

Master's project focused on weblogs and journalism. It was published in three parts by SPJ's Quill Magazine (March 2005, April 2005 and August 2005).

Also wrote a chapter of "Media Bias: Finding It, Fixing It," published in 2007 by McFarland & Company and edited by Wm. David Sloan and Jenn Burleson MacKay.

### APPALACHIAN STATE UNIVERSITY

*Bachelor of Science, Public Relations, 1999–2002*



**PATRICK@PATRICKBEESON.COM**

336-926-2326 » [patrickbeeson.com](http://patrickbeeson.com)

