

PATRICK BROWN

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EDUCATION

University of Denver

Full Stack Coding Bootcamp

Denver, CO

July 2021 - Current

Indiana University

School of Public and Environmental Affairs
Arts Administration, Marketing

Bloomington, IN

2010 - 2014

EXPERIENCE

Boulder Neurosurgical & Spine Associates/JPNI

Director of Marketing & Events

Boulder, CO

Oct 2019 - Current

- Manages concurrent marketing strategy for five medical clinic locations, thirteen providers, and a medical research nonprofit
- Responsible for planning and producing an annual 300+ attendee virtual symposium
- Website management lead including SEO-focused content writing, optimization, landing page creation to maximize appointment conversions
- Adopted and developed new software workflows to reduce labor hours and resource costs
- Prepared weekly, monthly, and yearly analytics reports to refine and optimize channels

Coldpop Creations

Marketing Consultant

Milford, MA

March 2018 - Sept 2019

- Created marketing communications for B2B sales at pharma industry events
- Coordinated various geofencing targets for industry conferences and expo events
- Managed social media efforts for a range of audiences
- Assisted with roll out of annual community events for Chamber & community members
- Responsible for design, copy, production, and deployment of all marketing and promotional materials

Indiana University/Sodexo

Marketing Specialist, Restaurants & Catering

Bloomington, IN

Aug 2014 - Aug 2017

- Coordinated sales efforts with event staff, management, and other university stakeholders
- Refreshed product packaging for a number of different brands to deliver a modern customer experience
- Integrated new technologies and online stores to increase sales across multiple brands
- Developed annual strategic marketing plans for over 15 unique brands on campus

TECHNICAL PROFICIENCIES

Languages: Javascript ES6+, CSS3, HTML5

Applications: GitHub

Tools: Node, Bootstrap, Query, React, GitBash

PROJECTS

the Vibe Forecast | adamkuemmel.github.io/theVibeForecast Aug 2021

Summary: A music playlist curator based off weather conditions in your area

Role: Contributor

Tools: HTML, CSS, Javascript, Bootstrap, GoogleFonts, Photoshop