

# Patrick Meaney

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## Employment

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### **NodeJS Developer**                      **Pulse Secure (San Jose, CA)**                      **Dec 2017 – March 2018**

- Wrote NodeJS script to integrate LiveChat into Marketo database, and accompanying error logging with automated email notification of any recent errors encountered during API communication attempts
- Created interdepartmental reporting dashboard in Sharepoint. Explored dashboard & data visualization tools
- Assisted executives in Operations and Marketing on projects including GDPR compliance, Master Data Management, thought leadership on data visualization tools, and requirements gathering for data ETL

### **Audience Development Manager**                      **BridgeTower Media (Portland, OR/Boise, ID)**                      **2015 – 2016**

- Planned marketing strategy and \$70,000 annual marketing budget of Q2 2015 through Q4 2016 for two business units: Daily Journal of Commerce (Portland, OR) and Idaho Business Review (Boise, ID)
- Assured accuracy of financial forecasts & results, updated production schedule and reports weekly, and adjusted projects accordingly
- Led creation of new digital & print marketing collateral & oversaw production by designers and vendors
- Led development of new business strategies: discovered and integrated a new revenue generating affiliate company, explored cost saving options for collateral production, designed customer survey
- Designed new email marketing campaigns which increased success rates. Configured email campaigns.

### **Marketing Automation Lead**                      **SolarWinds (Austin, TX)**                      **2013 – 2014**

- Developed hundreds of event-triggered and calendar based email campaigns in Marketo
- Designed PowerPoint, Visio, and PDF Training documents about Marketo use cases and used them to train teams of local and international Marketing Managers and India-based email production specialists
- Designed, tested, optimized dozens of new templates and integrated new tools to increase work efficiency
- Used boolean logic based decision trees to configure Marketo email campaigns

## Software Projects

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- **NodeJS - Workforce Management** – An activity scheduler & timesheet tracker for hourly contractors. Features real-time map of active workers. Upcoming features include resume review and hiring dashboard  
Frontend: ReactJS, Sass/html, Webpack, GoogleMaps                      Backend: ExpressJS, Nginx, Ubuntu                      DB: PSQL
- **NodeJS - Marketo/LiveChat Data Migration** – A project which uploads webchat user data and chat logs to Marketo, based on a decision model, using a throttled asynchronous task queue so as not to overwhelm API
- **R - Predictive Statistics Model** – Harnessed census, economic, and crime data to create a predictive model of crime based on economic health for 36 zip codes in Austin, TX (multilinear regression)

## Education

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**Texas State University**, 2016-2017. Graduate study in CIS (Statistics, Database Management, Systems Analysis)  
**University of Texas at Austin**, 2010. Bachelor of Arts, Government. Post-graduate study in Accounting

### **Technology Skillset**

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- Javascript: ReactJS, ExpressJS, Webpack, D3 (current)
- Python: Flask, Django, SciPy&NumPy (explored)
- SQL: Database design, implementation, querying
- Unix: Ubuntu server (nginx) & MacOS
- Principle Tools: iTerm2, VS Code, Chrome DevTools
- Simpler stuff: SASS, css, html

### **Languages**

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English (native)  
Spanish (proficient)

### **Hobbies**

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Hiking, Reading, Gardening,  
Business analysis, Electronics