THOMAS PATTON

PRODUCT MARKETING MANAGER

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SUMMARY

I'm creative and an organized and efficient problem solver with a proven track record of solving strategic and tactical challenges at small, large, and mid-size companies. I excel in sales, account management, data analysis, B2B marketing and business strategy, but I have a unique skill set. I've worked closely with product teams and recently completed a programming bootcamp. I'm able to manage projects, conduct user research, design products, and build web applications. Above all, I'm a hustler. I work hard and am someone you want in your corner.

SOFT SKILLS

LEADERSHIP

LISTENING

PROBLEM SOLVING

COMMUNICATION

HARD SKILLS

PROJECT MANAGEMENT

RESEARCH

DESIGN

DEVELOPMENT

SALES ENABLEMENT

DATA ANALYTICS

TOOLS & LANGUAGES

RUBY

RUBY ON RAILS

JAVASCRIPT

HTML & CSS

SQL

SKETCH

ADOBE SUITE

WORK EXPERIENCE

HotelTonight | Regional Manager | September 2017- August 2018

- Sized MidWest market opportunity, hired and managed four-person team, and drove regional revenue growth to the **top 25%** in the company.
- Managed quarterly, bottom-up forecast for regional revenue, take rate, and conversion targets. **96% forecast accuracy.**
- Developed sales and feature up-selling strategy/sub KPIs to topline targets—region was **top 10%** for feature adoption growth YoY and sales-per-head.
- Researched, built, user tested, and scaled "behind the curtain" partner competition tool that increased revenue for 300+ partners by **20% above the mean** : prototyped product integration that **won internal Data & Strategy Hackathon** and was added to the product roadmap.

HotelTonight | Account & Business Development Manager | 2015-2017

- Top performance in achieving business results, team collaboration, and partner engagement led to **rapid promotion** into increasingly important markets: Los Angeles (Top 2), San Diego (Top 5) and Palm Springs (Top 10), New Orleans (Top 20).
- Collaborated with marketing, data, and product teams, to gather user feedback, produce product one-pagers, and sell features for **10+ product launches.**
- In tandem with CTO, CFO, and Director of Data & Strategy, led focus group to analyze, A/B test, and **optimize conversion for hotel listing algorithm**.
- Researched, prototyped, developed, tested, and revised automated hotel productivity reporting and inventory tracking spreadsheets which led to a **10% increase** in partner production. Tools productized in Tableau and scaled to the 100+ person supply team.

Google | Social Media Specialist | 2014-2015

- Gathered product feedback and addressed concerns for Google Glass users on social platforms with a combined 1M followers.
- Designed video and graphic content for 50+ social media interactions.

Cisco | Education Marketing Intern | Summer, 2012 & Summer, 2011

- Led four-member intern team which produced and presented product marketing strategy (competitive analysis, feature recommendations, target markets, and go-to-market plan) to **ten Cisco executives.**
- Analyzed education survey containing **2000+ data points** of educator thoughts and pain-points. Created 15 page white paper mapping customer pain points to Cisco technologies and success stories.

EDUCATION

Le Wagon Full-Stack Development Bootcamp | August 2018 - September 2018

- Two month product bootcamp that focused on web development (Ruby, Ruby on Rails, Javascript, HTML & CSS, and SQL), product design, and product management.
- Developed **two fully functional web app MVPs** from product definition (user stories, customer journey, prototyping, user-testing, and product backlog) to production, and deployment.

University of Oregon | 2010 - 2014

- Major in International Studies with a focus in International Business. Minor in Business, Marketing
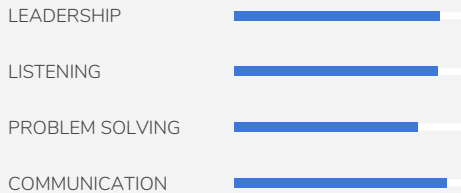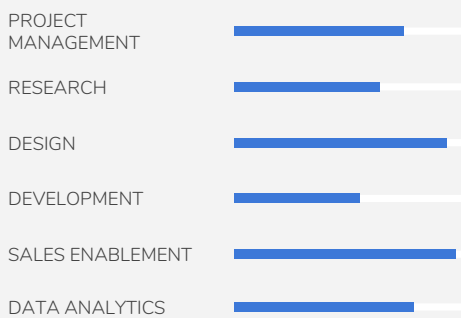
La Sorbonne | 2013 - 2013

- Intensive French Language and Culture

SOCIAL

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