

TIMOTHY M. PATE

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A seasoned marketing professional bringing strategic leadership and a proven track record of driving successful campaigns to exceed organizational goals

EXPERIENCE (10+ YEARS)

University of St. Thomas

Minneapolis, MN

College of Health:

Director of Marketing (May 2020 – Present)

- + Develop and implement end-to-end marketing strategy to engage, inform, and motivate key audiences to take desired actions
- + Spearhead campaign strategy and manage external vendors to implement, analyze, and optimize lead generation and brand building efforts
- + Lead internal and external communications strategy, ensuring compliance with brand standards and messaging guidelines
- + Collaborate closely with creative, analytics, and PR teams to develop content and collateral to enable successful recruitment efforts
- + Manage high-visibility projects, from web redesign to donor material development, from conception to completion

University of St. Thomas

Minneapolis, MN

College of Business:

Marketing Manager (Nov. 2017 – May 2020)

- + Collaborated closely with the director of marketing and content manager to execute annual strategic marketing plan and implement marketing efforts
- + Developed and optimized data-driven awareness, lead generation, and lead nurturing campaigns across digital and traditional media
- + Worked closely with insights and analytics team to define KPIs and optimize tactics
- + Served as project manager for website redesign, including content migration, design feedback, website governance, and vendor relationships

Mall of America:

Bloomington, MN

Digital Project Manager (March 2017 – Nov. 2017)

Digital Coordinator (March 2015 – March 2017)

- + Implemented digital strategies and managed projects across platforms, including web, mobile, digital signage, email, SEO/SEM, social media and more to bolster the integrated marketing and communications efforts
- + Helped conceptualize, wireframe, and publish Mall of America's pilot mobile application for iOS and Android
- + Oversaw the conceptualization, creation, and rollout of the Mall's first-ever digital directory system alongside IT and creative leaders
- + Project managed the redesign of MallofAmerica.com and managed web content

Fenton Communications:

Washington, DC

Account Executive, Digital (Jan. – March 2015)

Account Coordinator (Jan. 2014 – Jan. 2015)

Communications Fellow (Sept. – Dec. 2013)

- + Produced integrated marketing solutions, including strategy documents, graphics, media lists, press releases, social media, emails and blog posts
- + Created and managed digital content on platforms such as Twitter, Facebook, Instagram, Reddit, LinkedIn, and YouTube
- + Conducted PR and earned clients coverage in major media outlets, including The New York Times, NBC, Mother Jones, POLITICO, and many more

EDUCATION

Graduate • University of St. Thomas, Minneapolis, MN: Expected graduation Jan. 2024

Master of Business Administration (MBA)

- + Global Business Certificate

Undergraduate • Colorado State University, Fort Collins, CO: Graduated May 2013, *cum laude*

Bachelor of Arts (BA): Journalism and Technical Communication

- + Honors Scholar, Outstanding Journalism and Technical Communication Graduate
- + Robert Schenkein Public Relations Scholarship, Clyde E. Moffitt Memorial Scholarship
- + Public Relations Student Society of America (PRSSA): Treasurer

Continuing Education • University of St. Thomas, Minneapolis, MN: April – May 2018

Strategic Social Media Marketing: 2.1 CEUs, 21 Contact Hours

SKILLS, KNOWLEDGE

- + Content management and creation: Adobe Creative Suite, Appboy CRM, Cascade, CiscoVision, Drupal, HTML/CSS, MailChimp, Salesforce Marketing Cloud, T4, WordPress
- + Project management: AirTable, Asana, Basecamp, InMotion/Lytho, Insight, Microsoft Teams, Smartsheets
- + Digital marketing: Buffer, Facebook, Hootsuite, Google Adwords, Google Analytics, Instagram, LinkedIn, Power BI, Reddit, Snapchat, Spredfast, Sprout Social, Spotify, Twitter, YouTube
- + Other: Cision, Microsoft Office Suite, SiteImprove

MEMBERSHIPS, COMMUNITY INVOLVEMENT

- + Big Brothers Big Sisters: Big Brother Volunteer (Jan. 2017 – July 2023)
- + Safe Streets Save Lives: Community Organizer (Oct. 2019 – Jan. 2021)
- + St. Paul Ballet: Member of the Board (June 2015 – Aug. 2017)
- + Project Management Institute: Member (May 2017 – May 2018)
- + Minnesota Chamber of Commerce Leaders Lab: Participant (May – Nov. 2016)