

THOMAS PATRICK PATTERSON

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S U M M A R Y

A driven and results-oriented creative director, campaign and project manager, digital team leader, web developer and graphic designer with broad-based expertise in ad, print, and web production as well as extensive experience in campaign development, project management, layout/content design, brand development, web design/implementation, product animations/illustrations, video pre and post production, and trade-show design management.

E X P E R I E N C E

BOLD AGENCY, Huntsville, Alabama
Creative Director, 2023 - Present

The Creative Director role is responsible for client project management, creative team management, ensuring workflow efficiency through an Agile/Sprint environment, and ensuring that all brand standards are followed for both internal and external project production.

- Developed the Agile workflow model through the project management software ClickUp
- Take creative lead on campaign and branding for clients and internal projects
- Develop campaign strategy for best SEO, ROI, and general project goals
- Manage creative team for web development, brand identity, video/animation, and creative design

AMERICAN ADVERTISING FEDERATION, North Alabama
Student Outreach Chair, 2023 - Present

Promotes student submissions to the AAA. Works with college AAF clubs. Organizes scholarship efforts, helps to administrate internship programs through local colleges, visits college classrooms to talk about what's going on with AAFNA, and participates in portfolio reviews.

TANGO TANGO, Huntsville, Alabama
Creative Director, 2022 - 2023

Launched new site 11/02/22 - tangotango.net

Produced new brand style guide 10/02/22 - tangotango.net/brand-style-guide

Video testimonial vignettes - tangotango.net/customer-stories

The Creative Director role is responsible for all Tango Tango digital and print creative direction and execution in support of the marketing and sales teams.

- Manage projects in an Agile working environment in 2 week sprints through Trello
- Front and back end web development with integrations of Hubspot, Shopify, and Google Analytics

- Brand style guide production to encompass all aspects of print and digital design rules and guidelines for the company
- Storyboarding, interviewing, filming, editing, and production of promotional commercials and explainer video content
- Social media content production for Facebook, Instagram, and LinkedIn through Sprout Social

The creative director role works with marketing and sales leadership to expand Tango Tango's digital experience reach and brand awareness, increase lead generation, and ensure customer retention by improving the customer web and app user experience.

ADTRAN, Huntsville, Alabama

Manager - Digital Experience Solutions, 2019 - 2022

Launched new site 01/15/2022 - www.adtran.com

The Digital Experience Solutions Manager runs ADTRAN's front-end and back-end developer team to plan, implement, and launch customer and employee facing digital projects including:

- Ran team of 6 developers with an Agile working environment of 2 week sprints through JIRA
- All ADTRAN customer .com interfaces and apps - Magento, Wordpress, Joomla! and OpenText
- All ADTRAN employee internal facing intranets - Sharepoint, Wordpress
- New eCommerce development projects for products, software and services

This role coordinates with ADTRAN marketing to develop campaigns and evaluate web traffic analytics for brand awareness, lead generation, product launches and general ADTRAN messaging via email campaigns (Eloqua/Marketo), social media and conference booth space design and production. In addition, the role requires working with IT to ensure all web platform integrations are compliant with security guidelines and regulations while securely maintaining customer account information.

ADTRAN, Huntsville, Alabama

Web Marketing Manager, 2011 - 2019

The Web Marketing Manager is responsible for ADTRAN's web presence and team with the mission to continuously improve the user experience through design, development and optimization and enhance the marketing, training, support, and sales efforts both digitally and in print. The Web Marketing Manager develops and prioritizes initiatives and delegates project assignments to the web team to ensure ADTRAN's digital presence follows branding and messaging standards.

Manage, design, and develop electronic marketing campaigns to promote products and initiatives and provide design direction for the overall online presence, to include: internet, intranet, micro-sites, landing pages, HTML communications, online newsletters and social media.

- Lead cross-functional teams on all projects related to website technology, content, promotion, or visibility.
- Work with IT, engineering, sales, and marketing groups to ensure an understanding of the business and marketing goals to ensure that stylized, integrated, and aligned solutions are created.

- Ensure that content meets ADTRAN's needs and is visually compelling (e.g. illustration, image processing, layout, and design.)
- Ensure that all projects are completed in a timely manner, while ensuring a very high-quality look and feel/aesthetic to support all of our interactive and product launches (adhering to corporate branding/style guidelines).
- Identify key usability issues and interpret analytic data to determine opportunities and/or barriers to a site visit (or repeat visit).
- Review and analyze website traffic and statistics to re-focus efforts and improve user experience. Provide regular reporting on conversion and campaign effectiveness.
- Continuously increase knowledge of online marketing industry best practices (e.g., SEO, increasing overall Web traffic and user experience metrics, etc.)
- Develop and manage eCommerce initiative for ADTRAN's new small business channel

ADS LLC, Huntsville, Alabama
Marketing Manager, 2009 - 2011

Develop marketing campaigns to promote ADS brand awareness and web based lead generation through digital marketing initiatives.

Graphic Design & Web Developer, 2007-2009

Served as lead graphic designer on all print, web, and design projects for three divisional companies. Developed campaigns for all advertising and promotional projects beginning with conceptual drawings, photography, illustration, animations and to production. Acted as lead designer on all new product logo design, ad campaigns, and specification sheets. Developed and implemented convention space concepts and themes. Conducted new product DVD presentations and animations for all three company divisions. Managed corporate website through database-driven, content management system. Designed graphics, illustrations, and layouts for project bid proposals. Utilized Illustrator, InDesign, Photoshop, Flash, and Bridge as part of normal workflow production.

- Transitioned video production in house and cut out third-party vendors, saving company \$15,000 to \$30,000 per year, while enabling more frequent video production.
- Led direction of advertising development and enabled marketing department to minimize amount of meetings and input from the marketing manager and director for advertising development, freeing their time for other important job responsibilities.
- Significantly increased company's advertising profile with a more professional style of art production and in 2010, the marketing department won the Best Half Page Ad Award for that year's WEFTEC publication.
- Designed and produced graphic panels for major trade show conventions, ensuring updated and professional look to minimize costs. Developed new theme, layout, and look for each convention, which gave the illusion of a booth space a new look every year.

ROOSTER TAIL DESIGNS, Huntsville, Alabama
Art Director / Studio Manager, 2006 - 2012

Serve as art director on local and national client projects ranging from illustrations, web development and implementation, marketing materials, and advertising campaigns. Manage staff of graphic, web, and intern designers to complete client projects. Create web development courses to train individuals and client employees on installation and administration of web content management systems through the Joomla! platform. Involved with numerous local charity organizations to assist with free design work for projects and events. Develop graphic design courses geared toward beginning users of the Adobe Creative Design Suite. Developed entire company from home-based freelance website to small storefront studio with three designers servicing over 45 regular clients.

RADWARE, Costa Mesa, California

Web Developer / Graphic Designer, 2005 - 2006

Managed corporate website through database-driven, content management system. Designed graphics, illustrations, and layouts for project bid proposals. Utilized Illustrator CS4, InDesign CS4, Photoshop CS4, Flash CS4, and Bridge CS4 as part of normal workflow production.

Network Administrator, 2003-2005

Administrator of 30 desktop workstations and 4 co-located server mainframes. Hardware and software management including security and troubleshooting and developing new remote connections for out of state co-located server mainframes.

FUSION SOLUTIONS LLC, San Juan Capistrano, California

Graphic Designer, 2001 - 2005

Designed and managed client projects. Worked closely with clients on print ads and marketing material layouts and production. Developed ad campaigns for print, web, and billboards. Designed and installed client web sites using HTML, CSS, and Javascript.

E D U C A T I O N

CALHOUN COLLEGE, Huntsville, Alabama, **Associates Degree in Science, Graphic Design**, 2007

UNIVERSITY OF CALIFORNIA - SAN MARCOS - A+, MCP, CCNA - Network Administration, 2003

M I S C P R O J E C T S

5 YEAR COMMITTEE MEMBER OF TEAM ADTRAN, Adtran's philanthropic committee that directs funds to local non-profit organizations involved in charity projects and events

DEVELOPED A LOCAL CULTURAL PODCAST - KNOWHUNTSVILLE, Ran a successful video podcast that explored the local art, music, and culture of Huntsville Alabama through interviews and live event coverage. The video podcast lasted 8 years, produced 600 episodes, had multiple on-going paid sponsors, developed around 10,000 subscribers and was picked up by the Tennessee Valley WB. I developed the show, recorded, edited and produced all episodes except for the ones that aired exclusively on the WB. [facebook.com/knowhuntsville](https://www.facebook.com/knowhuntsville)

S O F T W A R E S K I L L S

Adobe Creative Cloud 2022

- Illustrator
- Photoshop
- Dreamweaver
- Flash / Animate
- Premiere Pro
- InDesign
- After Effects

A+ Certified

CCNA

MCP

PC Windows

Mac OSX

Workfront

Joomla! CMS

Word Press CMS

Drupal CMS

Teamsite CMS

ION Interactive - Web Marketing Platform

Magento - Web eCommerce Platform

Marketo - Web Marketing Platform

Manticore - Web Marketing Platform

Shopify - e-commerce

Smartsheets

Microsoft Teams

Slack

JIRA

Confluence

Hubspot

Trello

Sprout Social

R E F E R E N C E S

Furnished upon request.