

# Douglas M Patten

Out-Performing Marketing & Technology Expectations

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Leveraging over 16 years of successful sales, strategic consulting and online business development, I have the unique ability to dramatically increase revenues through predictive analytics, artificial intelligence, online branding and demand generation programs. As my previous clients have ranged from large to small, public to private and local to global, I have the experience to create highly effective online and offline strategies that routinely demonstrate lead generation activity increases in excess of 250% for growth focused SaaS clients.

## EMPLOYMENT

- 2003-Present Digital Strategy Consultant, [D.M. Patten Online](http://www.dmpattenonline.com),  
[www.dmpattenonline.com](http://www.dmpattenonline.com)  
I work with companies, brands and causes to identify and leverage the most appropriate online platforms to better reach, and engage with, their target demographics. Services I provide include predictive & prescriptive analytics, AI integrations, SEO, SEM, SMM, lead generation, content marketing and general inbound marketing services.
- 2011-2016 Digital Strategist, [All-American Ocean Racing](http://www.allamericanoceanracing.org),  
[www.allamericanoceanracing.org](http://www.allamericanoceanracing.org)  
Responsible for all aspects of a professional sailing team's online presence. Created and coordinated all platforms, content and branding for consistency as they campaigned in the 2011-13 seasons. Liaised with sponsors, race organizations, team management and all onsite event staff to ensure proper event coverage and brand messaging from online to offline at events in the US, Europe and Caribbean.
- 2013-2015 Digital Content Manager, [KnowledgeVision](http://www.knowledgevision.com),  
[www.knowledgevision.com](http://www.knowledgevision.com)  
Responsibilities included the ongoing creation of content for KnowledgeVisions' websites, landing pages, email campaigns and social media platforms as well as continually evaluating and refining the company's overall content strategy and content marketing initiatives for their US, EU and LATAM market channels.
- 2012-2013 Social Media & Inbound Marketing Manager, [VoltDB](http://www.voltdb.com),  
[www.voltdb.com](http://www.voltdb.com)  
Responsibilities included driving VoltDB's online initiatives – from strategy through implementation to building brand visibility, generating inbound website traffic and stimulating progressive engagement with prospective clients in the US and EU.
- 2010-2011 Digital Strategist, [Jim Bender for U.S. Senate](http://www.benderforsenate.com),  
[www.benderforsenate.com](http://www.benderforsenate.com)  
Responsible for all online aspects of a candidate's United States Senate Race. Coordinated all integrated platforms as well as all SEO | SEM | SMM initiatives while maintaining compliance with Federal guidelines and reporting standards.
- 2009-2010 Director of Online Strategies, [Sailing Anarchy](http://www.sailinganarchy.com),  
[www.sailinganarchy.com](http://www.sailinganarchy.com)  
Responsible for the development and integration of relevant marketing strategies increasing monthly visits 273% to just over 1.1 million unique hits per month.
- 2008-2010 Marketing Analyst, [Carroll Enterprises, Inc.](http://www.carrollenterprises.com), Worcester, MA  
Responsible for the development and implementation of online strategies, branding and marketing initiatives, organic traffic growth and program management for Carroll's various web properties.

## EDUCATION

- B.S., Information Technology, [University of Massachusetts at Lowell](http://www.mass.edu), in-progress  
Multimedia Design Certificate, [University of Massachusetts at Lowell](http://www.mass.edu), 2007  
Bachelor of Liberal Arts, [University of Massachusetts at Lowell](http://www.mass.edu), 1991-1994

## SKILLS, SOFTWARE & LANGUAGES

Digital Strategy, Demand Generation, Search Engine Optimization & Marketing, Social Media Marketing & Monitoring, Mobile Marketing, Multi-platform Analytics Integration, Graphic Design, Digital Video, Digital Imaging, Video Editing, HTML, HTML5, CSS, Drupal, Wordpress

Adobe Creative Suite, Microsoft Office Suite, Publisher, Final Cut Pro, Motion, Compressor, Dreamweaver, HubSpot, Marketo, Salesforce, Radian6, Lithium, Hootsuite

English, German, French