

# CHASE PATTISON

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<b>EDUCATION</b>	<b>OWEN GRADUATE SCHOOL OF MANAGEMENT, VANDERBILT UNIVERSITY</b> Master of Business Administration, May 2009 Concentration: Marketing Specialization: Brand Management Emphasis: New Media <ul style="list-style-type: none"><li>• 3.80 GPA, <i>Beta Gamma Sigma Honor Society</i>, Top 10% of Graduating Class</li><li>• Club Affiliations: Social Media MBA, 100% Owen VP of Marketing, Owen AMPED Executive Team</li></ul>	Nashville, TN
	<b>UNIVERSITY OF TENNESSEE</b> Bachelor of Science in Business Administration, May 2005 Major: Marketing <ul style="list-style-type: none"><li>• 3.59 GPA, <i>cum laude</i></li><li>• University Honors Program, Student Government Association, Bicentennial Scholar</li></ul>	Knoxville, TN
<b>EXPERIENCE</b>	<b>FILEDBY, INC.</b> <i>Vice President, Marketing and Business Development</i> <ul style="list-style-type: none"><li>• Managed the development, execution, and reporting for all digital media communications, including SEM campaigns, SEO improvements, display advertising, social media, landing page design, blog outreach, and email marketing campaigns, resulting in traffic increases of 35% and community growth of 25% each quarter.</li><li>• Developed the comprehensive marketing plan for the SignUp Plus program, an initiative targeted to agents and publishers to support bulk registrations, which included the creation of viral web videos, online pamphlets, email newsletters, and site promotions, ultimately resulting in over 1,000 new registrations.</li><li>• Designed and instituted all site upgrades and improvements, using a variety of web analytics such as conversion metrics, navigation trends, and traffic analyses, to identify new business opportunities focused on generating revenue, increasing author-reader engagement and building community membership.</li></ul>	Nashville, TN
2009-2010		
	<b>ECHO MUSIC</b> <i>Digital Marketing Consultant</i> <ul style="list-style-type: none"><li>• Audited and revised ECHO's email marketing protocol, thus increasing the profitability of client marketing campaigns by improving fan response metrics, including open rates, click-throughs, and purchase behavior.</li><li>• Optimized ECHO's search engine optimization initiatives for client websites and properties by investigating industry best practices and amending formal procedure, bolstering the artist's online visibility and presence.</li></ul>	Nashville, TN
2009		
	<b>ACCELERATOR / VANDERBILT SUMMER BUSINESS INSTITUTE</b> <i>Lead Marketing Consultant for William Morris Agency &amp; Griffin Technology Projects</i> <ul style="list-style-type: none"><li>• Organized two client projects, including detailed on-site launches, executive presentations, and an exclusive music concert, for Accelerator consulting teams composed of over one hundred program participants.</li><li>• Developed an integrated online marketing campaign, utilizing online media technologies, consumer promotions, and goodwill publicity, for the album launch of Capitol Records' recording artist Eric Church.</li><li>• Restructured product category classifications for Griffin's online retail store, using consumer research to further understand online browsing and purchasing trends in an effort to increase sales per customer.</li></ul>	Nashville, TN
2008		
	<b>BOHAN ADVERTISING I MARKETING</b> <i>Brand Consultant</i> <ul style="list-style-type: none"><li>• Generated a marketing dashboard to analyze brand health metrics for Ochsner Health and created and pitched actionable recommendations on how to better manage and represent the brand to its target segment.</li><li>• Conducted field market research for Fazoli's to reveal consumer behaviors and attitudes regarding the restaurant experience and created consumer segment profiles designed to drive increased demand and loyalty.</li></ul>	Nashville, TN
2008		
	<b>THE BIG TEASE ENTERTAINMENT</b> <i>Marketing &amp; Business Manager</i> <ul style="list-style-type: none"><li>• Devised and launched a successful online fundraising campaign, generating thousands of dollars through donations, to finance a networking venture aimed at securing a recording contract with Universal Records.</li><li>• Managed and implemented all administrative tasks, including the band's daily financial ledger, annual statements, marketing budgets, employee payroll, performance contracts, and yearly tax filings.</li></ul>	Knoxville, TN
2001-2007		
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Other Web Experience: Uloop, Sharp Dressed Brand, AC Entertainment, Sharp Entertainment, UT Athletics</li><li>• Proficiency: Mac/PC MS Office Adobe Photoshop/Illustrator/Acrobat HTML/CSS Google Analytics</li></ul>	