

Hello, I'm Aaron Patrick.

Hailing from the home of all things 'Kentucky Fried' and born with ideas that are 'finger lickin' good'. I now call myself a citizen of the world that has acclimated into a creative professional skilled in the field of advertising, marketing, & content by working for a wide-variety of industries and clients across the globe

Skills

- Creative Direction
- Marketing & Social Strategy
- Ideation & Brainstorming
- Interpreting Briefs & RFP's
- Pitch Winning Presentations
- Content Production
- Strong Copywriting
- Graphic Design

Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Monday & Basecamp
- G-Suite
- Mac & Microsoft

Education

2013 | BSC
ADVERTISING & PR
LIBERTY UNIVERISTY

Experience

STRATEGIST (2021-PRESENT)

THE GOAT AGENCY | REMOTE

- Devise influencer & social media strategies to meet diverse client requirements
- Generate innovative social-first ideas, influencer campaigns, content, & more
- Craft winning presentations for pitches, both independently & collaboratively
- Conduct research to gather insights, data, & statistics to bolster creative strategies
- Participate & lead internal strategy briefings & brainstorming sessions
- Represent both clients & the creatives throughout meetings & pitches
- Conduct reviews of presentations & proposals, ensuring accuracy & design quality
- Keeping ahead of social media trends, influencers, & platform updates to inform creative advertising approaches

CONTENT PRODUCER (2020-2021)

FLUENT CANNABIS | MIAMI, FL

- Stay current on social media trends, influencers, & platform updates to inform & enhance creative advertising approaches
- Produce engaging visual & written content for marketing campaigns, emails, SMS, website content, & social media platforms.
- Facilitating creative brainstorming sessions, crafting briefs, planning content calendars, & devising strategies for campaigns & marketing initiatives
- Developing designs, conducting research, proofreading, writing & maintaining manuals, guides, blogs, presentations, & other publications
- Acting as the primary creative resource for in-house teams, or managing external agencies & freelancers

EDITORIAL & CONTENT MANAGER (2018-2020)

THE YACHT WEEK | LONDON, UK

- Adminstrate the creation & publishing of relevant, original, high-quality content across platforms & integrated with email, website, blogs, & social
- Provide editorial, creative & technical support to team members
- Deliberate campaign & content planning, strategy & goal setting
- Build our brand awareness, presence, & online reputation
- Developing designs, conducting research, proofreading, writing & maintaining manuals, guides, blogs, presentations, & other publications
- Acting as the primary creative resource for in-house teams, or managing external agencies & freelancers

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Hobbies

- Travel & Culture
- Photography & Design
- Hiking & Biking
- Arts & Craftiness
- Food & Cooking
- Music & Dancing

Certifications

2015 | CERTIFIED
TEACHING ENGLISH AS
FOREIGN LANGUAGE
MADRID, ES

Experience (cont.)

SOCIAL ACCOUNT MANAGER (2017-2018)

GOODSTUFF MEDIA | LONDON, UK

- Acting account lead for management of client relationships & social content with brands such as Kopparberg, Dunelm, Yorkshire Tea & more
- Creative social content & profile management across all social platforms & ensuring alignment to the wider brand strategy
- Management of strategic & longer-term planning for all marketing efforts
- Overseeing campaign reporting both internally & externally
- Push creativity within the office, leading internal reports & presentations

ACCOUNT EXECUTIVE (2015-2017)

OMD UK | LONDON, UK

- Responsible for day-to-day contact with production teams & clients such as Barclays, Pepsi, & Channel 4, ensuring that OMD UK are meeting their content & social needs
- Support the accounts team to ensure that the social media & content strategy is implemented & client targets are delivered
- Leading campaign management, brainstorming, & strategy development for all social & integrated campaigns

DIGITAL ACCOUNT MANAGER (2013-2015)

INKWELL MEDIA | BOULDER, CO

- Create social & digital content: IG stories, emails, out of home - a bit of everything!
- Maintain social channels & calendars for clients across a variety of platforms
- Manage & monitor social platforms - engage, respond, & participate
- Handle day-to-day correspondence & campaigns for a handful of clients, including Redbull, Samsung, & GoPro

JR ACCOUNT MANAGER (2013)

LONDON ADVERTISING | LONDON, UK

- Manage luxury clients in the automobile, banking, jewelry & travel industries
- Supporting the team with finance, production, & day to day management
- Prepare creative briefs & design decks for new business pitches & client meetings
- Strategic planning & assisting the creative processes & production

AGENCY INTERN (2013)

DRAKE COOPER | BOISE, ID

- Research, plan, & develop advertising campaigns for a variety of clients & mediums
- Create, strategize, & design all advertising tactics & concepts
- Pitch campaigns as a team in a very competitive format
- Working & shadowing in all sectors of the agency.