

PATTY O'BRYAN

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INNOVATIVE AND PERFORMANCE-DRIVEN

Branding, Marketing, Communications, Operations, Project Management, Team Leadership

A strategic and creative innovator with 25+ years in branding, marketing, sales, operations, and project management

My business record includes successful funneling, goal-driven change management, brand health development, and CSAT initiatives. As a participative-style leader with a talent for fostering effective cross-departmental collaboration, I bring refined soft skills (power skills).

I am curious, a problem-solver, adaptable, and have a competitive commitment to analytics. My mindset and work ethic are as if I were the company's owner. Throughout my career, I reported to seven company owners, affording me opportunities to build lasting, positive changes in their diverse businesses.

CORE PROFICIENCIES

LEADERSHIP: Strategy & Vision | Team Management & Mentorship | Critical Thinking & Creative Problem-Solving | Internal/External Communication & Collaboration | Empathy | Hands-on | Team Member Development | Emotional Intelligence

BUSINESS: Revenue Funnel Analysis | Strategy & Growth Planning | Stakeholder Presentations | Budgeting | Vendor Negotiations | Cost Reduction | Large & Small B2B, B2C, Start-ups | Sound Judgements | Adaptability | Do What Needs Doing Attitude

OPERATIONS: Project Management | Process Improvement | Quality Assurance | Tech Stack Management | Standard Operating Procedures (SOP) Development | AI & Efficiency Development | Staff Capacity Analysis

MARKETING: Strategy | Branding | Brand Tracking/Health | Market Sensing | Advertising | SEO Optimization & Auditing | Journey Mapping & Customer Persona Research | Personalized Engagement | Top to Bottom Funnel Analysis | Content Creation | UX & UI Development & Testing Methods | Analytics, Reports & Data Storytelling | Social Media Planning, Execution & Analysis | Campaign Ideation | Multichannel & Omnichannel | Public Speaking & PR | Media Placement | National & Local Event Planning

DESIGN: Creative Digital & Traditional Graphic Design | Conception to Execution | Video Production & Editing | Copywriting, Blogging & Proofing | Website Design, Graphical User Interface & Site Building | Adobe Creative Cloud

SALES: Strategy | Traditional & Digital Sales | E-commerce | RFPs | CRM | Sales Pitches | Lead Generation & Conversion | Relationship Building/Client Success | Customer-Centric Flywheel Process

PROFESSIONAL EXPERIENCE

Smith Kroeger Marketing Agency | Omaha, NE | March 2022 - Present

SVP CLIENT SUCCESS & PROJECT MANAGER | Promoted June 2022

A promotion expanded my role to include developing and heading a project management department. As a change agent, I evaluated the agency's business life cycle and prepared a vision for moving the company from a subsidizing "rapid growth stage" to a more sustainable model. Subsequent responsibilities include administering quality brand standards for the Creative team, devising growth marketing frameworks for clients, managing the marketing technology stack, and coaching employees on new processes and software. I track project KPIs using financial reports for informed decision-making.

Noted Accomplishments:

- Implemented processes that increased efficiency, reduced risks and strengthened morale
- Created SOPs (Standard Operating Procedures)
- Developed extensive client and employee onboarding procedures
- Achieved marked improvement in the agency's communication and information sharing
- Conducted a data audit and applied a data hygiene process (cleaning 90% of CRM input from past 3 years) and instilled a data governance program
- Introduced a web wireframing system, improving communication between clients, developers, and designers
- Increased productivity through a billable hours system, allowing maximum staff capacity and improved ROI

DIRECTOR OF CLIENT SUCCESS

Lead strategic planning and continuous improvement efforts to achieve company goals. Provide strategic leadership and tactical direction for clients. Liaison with clients, account services, and designers. Attend client discovery meetings, measure brand health, and write RFPs, SOWs, and creative briefs. Develop omnichannel advertising plans after conducting market sensing tactics, defining audience profiles and messaging, running marketing audits, and outlining customer journeys. Study marketing trends and manage Collaborative, Analytical, and Operational CRM. Aid the digital team with Google's Search and Display Networks, PPC (Point Per Click), geofencing, tracking and retargeting pixels, A/B tests, keywords, and experimentation.

Noted Accomplishments:

- Introduced the Flywheel Marketing Model
- Transformed the company from a traditional management style to an agile one
- Presented a new pricing model for sustainability
- Launched a career development program for Creative Designers and Copywriters

Blazek Law Group, LLC | Omaha, NE | Jan 2022 - March 2022

DIRECTOR OF MARKETING AND SALES

I executed all aspects of Marketing and Sales with two direct reports. Measured brand health, which prompted a rebranding strategy and revised pricing structure. Assisted with webinars and remarketed an e-commerce video library. Established content for traditional and digital media (long and short-form videos), and two websites, all with SEO intent. I utilized paid social media ads, search and display Google Ads, geofencing, QR codes, tagging, email, and lead magnets. Implemented NPS and CSAT systems, routinely tracked analytics and researched competition.

Noted Accomplishments:

- Rebranded two business entities' websites, mobile apps, style guides, marketing collateral, logos
- Invented the trademarked tagline: "Experts in HumanCare"
- Implemented a SaaS marketing plan
- Launched a Review campaign that attained a 25% increase within three weeks

FRACTIONAL CMO

In 2001, I co-founded the international design magazine *INTERIORS®*, which is distributed across 21 countries. I returned to the business as an interim graphic designer and production manager for print, WordPress website, and mobile app. I updated the business plan, cut vendor costs, gave creative direction, administered email and social media campaigns, proofread, and handled distribution. Conducted split tests and reader behavior with heatmaps.

Noted Accomplishments:

- Introduced two new revenue streams
- Brought circulation and digital functions in-house, saving \$20,000 per year

Rural Media Group (RFD-TV, The Cowboy Channel, Rural Radio on SiriusXM) | Omaha, NE | July 2015- April 2021

DIRECTOR OF CORPORATE MARKETING & COMMUNICATIONS | Promoted Feb 2016

Developed business, marketing, and brand strategies for three entities. Communication liaison with company owner, department directors, clients, and vendors. Frequently traveled to Capitol Hill to lobby for support of *The Agricultural News & Rural Content Act (2019)*, from Congress members, USDA's Former Secretaries, and FDA.

Worked closely with New York marketing agencies. Cultivated marketing partnerships. Performed quality control and final approval of marketing collateral. Maintained brand standards and ensured compliance across all marketing and communication channels. Managed ten team members across marketing, digital and web, graphic design, customer service, photography, and events. Directed creative campaigns from concept to implementation for traditional and digital media. Analyzed metrics, customer behaviors, UX, and product life cycles. Worked with the sales team on top-to-bottom funnel stages, HubSpot CRM, and finding new revenue streams. Strategized advertising channels, including geofencing and geotargeting. Wrote scripts and created storyboards. Wrote press releases and designed sell sheets and pitch decks. Reviewed legal contracts.

Noted Accomplishments:

- Administered an event's ticket sales equaling \$300,000 in revenue
- Negotiated contracts, saving \$200,000+ per year
- Implemented processes saving 30% production time and \$20,000+/year by consolidating software
- Organized 202,000+ viewer letters written to the FCC in support of rural programming
- Project lead and photographer: Guinness World Record-breaking *Classic Tractor Parade*, Pasadena's *Tournament of Roses®* float entries, 2017 Jeff Foxworthy and Larry the Cable Guy's *We've Been Thinking Tour*, *Rodeo New York*, and others

DIRECTOR OF POLITICAL AFFAIRS

Organized presidential candidates to appear on RFD-TV's televised award-winning series: *LIVE Rural Town Hall*. Produced marketing collateral for the series. Managed several national association partnerships. Assisted the sales team in attaining PAC money for advertising.

Noted Accomplishments:

- Recruited and hosted ten Presidential Candidates to participate in *LIVE Rural Town Hall*
- Organized the first-ever "Tractor Brigade" entry at the 2017 Presidential Inauguration Parade
- Collaborated with FBI, US Secret Service, National Guard, five US Military Branch leaders, and local authorities for security logistics.

The Durham Museum | Omaha, NE | April 2013 - Sept 2014

DIRECTOR OF MARKETING AND PR

Managed Design, Events, and Membership departments. Devised omnichannel marketing plans. Promoted media events and participated in unscripted live interviews. Developed innovative social media and email campaigns. Produced executive-level presentations, annual reports, and member newsletters.

Accountable for memberships, event, and sponsorship revenue. Stayed within the \$500k/year marketing budget. Ideated and executed new annual public events providing new revenue and lead generation.

Noted Accomplishments:

- Marketed the Museum's largest attended exhibit to that date
- Increased venue rental by 17% for the year
- Negotiated vendor contracts saving \$32K/year
- Surpassed competitors' profit margin by 21% for an annual community event

Rural Media Group (RFD-TV, The Cowboy Channel, Rural Radio on SiriusXM) | Omaha, NE | Nov 2009 - April 2013

PUBLISHER | MARKETING MANAGER

Published RFD-TV The Magazine: Wrote content, conducted interviews, edited, designed, sold advertising, managed circulation, mailings, vendor negotiations, and telemarketing efforts. Executed marketing campaigns that increased subscription sales. Created content for sales materials, presentations, press releases, web/social media, and broadcast scripts. Managed merchandise department and e-commerce. Worked with the sales team on client relations. VIP liaison. Trained for a call center staff of six. Managed twelve direct reports.

Noted Accomplishments:

- Led significant redesign of the company website
- Negotiated vendor contracts for \$174,000+/year savings
- Built and managed internal depts: graphic design, digital, circulation, and a call center, saving \$422,000/year
- Project manager and photographer for The Tournament of Roses Parade floats and other prominent national events

ADDITIONAL EXPERIENCE

Estate Metals, LLC | Bennington, NE | March 2009 - Oct 2009

DIRECTOR OF SALES AND MARKETING

Developed the sales and marketing strategies for this start-up. Established relations with retailers, architects, interior designers, real estate firms, and residential homeowners. Trained retail sales staff. Vendor negotiations.

Noted Accomplishments:

- Attained Millard Lumber, Inc as a supplier
- Produced organic website content and e-commerce, print materials, email campaigns, company materials, and product catalogs with photo simulations: saving the company \$24,000+ in production costs
- Obtained the first \$200,000 in revenue

The Creative Center Art College | Omaha, NE | Aug 2003 - Dec 2009

ADJUNCT INSTRUCTOR | Marketing, Art Production, Typography, Advertising, and English

Omaha World-Herald | Omaha, NE | IT PROJECT MANAGER

Culp Industries | Burlington, NC | DIRECTOR OF DESIGN

Intellitek Inc. | Omaha, NE | DIRECTOR OF CREATIVE OPERATIONS

EDUCATION & CERTIFICATIONS

MBA | University of Phoenix | 1994

BA | Computer Graphics* | College of St Mary, Omaha | 1991

BA | Art Education* | College of St Mary, Omaha | 1991

* Magna Cum Laude | Collegiate Hall of Fame Inductee | National Academic and Athletic All-American

Certification | Ultimate SEO, Social Media, & Digital Marketing Course for 2023 | Udemy | 2022

Includes: Meta Media Buying Professional 410-101 Certification

Certification | Introduction to Google SEO | University of California, Davis | 2022

Search Algorithm, Search Engine Optimization (SEO), Mathematical Optimization, Semantics

Course | Adobe After Effects Motion Design: Infographics & Data Visualization | Bring Your Own Laptop | 2022

Certification | Google Analytics for Beginners | Google Analytics Academy | 2018

COMMUNITY

2022 POSITIVE COACHING ALLIANCE'S NATIONAL DOUBLE-GOAL COACH® AWARD recipient, which "honors coaches who strive to win while also pursuing the second, more important goal of teaching life lessons through sports."

2022 PRO BONO WORK

- Fundraising brochure for a new Omaha High School
- Landing page for a local book author

COACH & CLINICIAN FOR YOUTH FAST-PITCH

- Volunteer instructing student-athletes
- Coordinate community volunteerism for high school for athlete's college applications
- Guide players through the college recruiting journey and make introductions with college coaches