



410.977.7355

[www.mcgrawmarketing.com](http://www.mcgrawmarketing.com)

pat@mcgrawmarketing.com

LinkedIn: [www.linkedin.com/in/patmcgraw](http://www.linkedin.com/in/patmcgraw)

Twitter: [@patmcgaw](https://twitter.com/patmcgaw)

## MARKETING COMMUNICATIONS EXECUTIVE

**Expert in multi-channel marketing campaigns that attract, engage, convert and retain profitable customers.**

A strategic and creative thinker focused on innovation and operational excellence that drives highly profitable marketing and sales performance while creating market leaders with strong, differentiated brands. Consistently exceeds key performance objectives for organizations in a broad array of industries including education, multi-channel retail, computer software and services targeting B2B and B2C audiences in global markets. Exceptional leadership, communication and team building skills which produces clarity of purpose across the organization so that resources are leveraged and performance enhanced. Extensive experience in the following areas:

Web 2.0, Community Management, Social Networking, Blogging, Webcasts, Email Marketing, SEO/SEM	Database Marketing including CRM
Market Research and Competitive Intelligence	Lead Nurturing Programs
Lead Generation and Management Programs	New Market Entry
Strategic and Tactical Market Planning	Customer Retention and Loyalty Marketing
Budget Planning with P&L Responsibility	Integrated Marketing Campaigns
Data Analytics and Business Intelligence	Creative Branding, Positioning, Messaging and Offers
Strategic Alliances and Partnerships	New Product Introduction and Launches
Direct Response Marketing	Trade Shows and Events
Media Relations and Internal Communications	

## PROFESSIONAL EXPERIENCE & RESULTS

### McGraw Marketing

5601 Honeygo Ridge Court

White Marsh, MD 21162

[www.mcgrawmarketing.com](http://www.mcgrawmarketing.com)

Consultant and Coach (2009 to present, and 1999 to 2007)

Provide clients with market research, business intelligence and analytics, strategic planning as well as marketing communications campaign development and management. Successes include:

- Developed integrated multi-channel customer acquisition and retention campaigns for major clients within the U.S. which has resulted in more than \$10 million in annual revenue.

### Walden University

650 S. Exeter Street

Baltimore, MD 21202

[www.waldenu.edu](http://www.waldenu.edu)

Director of Marketing (2007 - 2009)

Directed global marketing operations aimed at increasing enrollments in existing and new markets within Europe, Latin America and Canada. Spearheaded the utilization of Web 2.0 including online communities ([ThinkUP](#) and [ConnectED](#)), social networking, blogs, micro-blogs, webcasts/podcasts, social bookmarking and email marketing that leveraged existing resources and created a unique, valuable experience for students, alumni, faculty and key influencers. Results included:

- Surpassed all objectives. Increased revenue from \$40 million to more than \$60 million;
- Generated more than 3,000 new students and \$30 million in revenue annually;
- Developed and launched six new programs that exceeded projected enrollment goals by more than 50% resulting in more than \$1.5 million in incremental revenue.

## **University of Maryland University College**

3501 University Blvd. East

Adelphi, MD 20783

[www.umuc.edu](http://www.umuc.edu)

Director, Market Research and Intelligence (2005-2006)

Assistant Director/Consultant (2001-2005)

Developed and led global marketing operations including market research, competitive intelligence, business intelligence and analytics, strategic planning, and enrollment management operations which produced the following results:

- Surpassed all objectives and generated 5 consecutive years of double-digit growth;
- Developed and deployed integrated global marketing campaigns that increased revenue from tuition and fees from \$139 million to \$179 million;
- Developed and deployed global new student recruitment programs that generated more than \$25 million in revenue annually;
- Developed and deployed a program aimed at re-enrolling recent drop-outs that generated more than 100 enrollments annually, resulting in more than \$1.5 million in tuition and fees.

## **Frequency Marketing Inc.**

Acquired by Alliance Data System ([www.alliancedata.com](http://www.alliancedata.com)) in 2002.

Group Account Director (1998-1999)

Provided clients with business intelligence and analytics, strategic planning and loyalty marketing campaign development and management. Successes included:

- Increased retention rates and generated more than \$25 million in revenue for clients including Cracker Barrel Family Restaurants, AutoNationUSA, ExxonMobil, and Grainger.

## **Barry Blau and Partners**

Currently Euro RSCG ([www.eurorscg.com](http://www.eurorscg.com))

Position Held: Vice President, Account Supervisor (1997–1998)

Developed and directed integrated direct marketing campaigns targeting consumers and businesses for clients including Kmart, Hechinger, Travelers, Liberty Direct and Bermuda's Department of Tourism.

Successes included:

- Generated double-digit increases in tourism while decreasing expenses by more than \$500,000 with a digital content management solution for Bermuda's Department of Tourism.

## **Insight**

6820 South Harl Avenue

Tempe, AZ 85283

[www.insight.com](http://www.insight.com)

Marketing Operations Manager (1993-1997)

Developed and directed integrated marketing communications campaigns aimed at B2B and B2C audiences, market research, business intelligence and analytics, and strategic planning. Lead partner marketing efforts for IBM, Microsoft, Hewlett Packard, Samsung and others. Successes included:

- Increased revenue from \$150 to more than \$400 million while repositioning the firm from B2C to B2B.

## **Education**

**Johns Hopkins University:** M.S., Marketing (Strategy)