

PATRICK SHANDRICK

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EXPERIENCE

Obama for America [7.07 - 3.08]

Regional Field Organizer, Congressional Districts 27 & 28

- Recruited & organized volunteers into an effective ground operation. Conducted extensive, on-going Voter Outreach (Canvassing, Phone Banks).
- Created visibility media events, developed localized strategy & garnered support from key organizations.

Independent Consultant [current]

Marketing, Interactive & Brand Development

- Responsible for starting Sweet Marcelline's Inc., an organic specialty food company. Experience includes marketing strategy, product development, employee management & sales.
- Consulted on interactive strategy, website development and online volunteer recruitment for several grassroots political organizations (LA4Edwards.com, LAGrassroots4Obama.com).

Mattel Inc. [6.99 - 7.04]

Senior Marketing Manager, Mattel Consumer Products

- Planned integrated marketing campaigns: print, TV, trade advertising, events & PR.
- Developed annual marketing goals & managed budget with ROI analysis for marketing spend.

Senior Marketing Manager, Girls Interactive Group

- Planned & implemented online marketing programs - receiving 20% click-through rates.
- Developed e-commerce opportunities & managed key e-tail partnership.

Senior Producer, Barbie.com

- Relaunched Barbie.com to increase site traffic 300% to 100MM visits annually.
- Managed 9-language localization of the site.
- Oversaw content development, managed IT & production staff.

Commerce One / Internet Outfitters [9.96 - 6.99]

Marketing Director, Online Marketing

- Established online advertising department that generated over \$1MM annually.
- Planned, purchased & tracked online advertising campaigns for Allergen Pharmaceutical, Etoys & Hyundai.

Account Manager, Hyundai Motor America

- Managed Internet presence for Hyundai & oversaw HyundaiUSA.com.
- Planned & executed online marketing that targeted key consumer groups.
- Created an internal lead management Intranet & database system for dealers.

TV Tokyo [1990 - 93]

Editor, New York Bureau

- Developed, wrote & produced topical stories for a weekly news/interest program.
- Conducted interviews, managed crew & coordinated shoots.

TRAINING

The Annenberg School for Communications / University of Southern California

- MA in Communications Management

Parsons School of Design / The New School for Social Research

- BA in Marketing with Graphic Design minor

Other

- Certificate in Interactive Design from UCLA. Certificate from Democracy For America (DFA).
- Have extensive knowledge of software and graphic design programs.