

Abe Pattee

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Experience

Ecommerce / Digital Marketing Manager | IslandHaze | 2019 – 2020 | Irvine, CA

- Designed new website and upgraded shopping cart from Shopify to Woocommerce
- Oversaw all Digital Marketing including Google Ads, Facebook Ads and on-site SEO
- Managed monthly ad spends ranging between \$1,000 - \$10,000
- Planned and developed comprehensive paid media strategies to increase brand visibility and recognition
- Created custom Facebook audiences, designed and A/B tested all ads, and measured effectiveness
- Implemented, designed and managed all email campaigns using Klaviyo
- Launched Amazon store, and created promotions and coupons
- Created on-brand Social Media content for Facebook, Twitter & Instagram
- Photographed all studio photography and edited photos using Adobe Photoshop
- Managed incoming and outgoing inventory
- Communicated directly with customers through phone, live chat and email

Ecommerce / Digital Marketing Manager | Duluth Pack | 2018 – 2019 | Duluth, MN (Remote)

- Responsible for website upgrade from Magento to Shopify Plus
- Oversaw all Digital Marketing including Google Ads, Facebook Ads and on-site SEO
- Managed monthly ad spends ranging between \$10,000 - \$30,000
- Implemented all website updates by writing product descriptions, adding photos and adding new products
- Developed and maintained 6-figure marketing budget
- Achieved 17% increase in Conversion Rate by increasing site speed and mobile responsiveness
- Increased Marketing Email List from 60,000 to 135,000 with co-branding and partnerships

Marketing & IT Manager | Duluth Pack | 2014 – 2018 | Duluth, MN

- Oversaw a complete website redesign using Magento shopping cart
- Raised top-line sales by 71% and Online Orders by 78% by improving customer experience and follow-up
- Increased customer email list from 30,000 to 60,000 subsequently increasing email revenue by over 47%
- Oversaw all IT updates, purchases and maintenance

Chief Marketing Officer & Founder | BodaBid | 2013 – 2014 | Newport Beach, CA

- Designed company website using WordPress
- Created all tradeshow materials including flyers, postcards and banners
- Integrated Salesforce, WordPress, Formstack & Stripe

Web & Graphic Designer | LePort Schools | 2011 – 2013 | Irvine, CA

- Designed company website using WordPress
- Developed all print & web media including magazine ads, brochures and flyers
- Managed the company CRM software, Infusionsoft and automated all outgoing emails

Marketing Manager | Duluth Pack | 2008 – 2011 | Duluth, MN

- Designed nine 52-page catalogs sent to 1.5 million customers using Adobe InDesign
- Created and sent marketing emails twice weekly
- Designed flyers, brochures, and newspaper ads using Adobe Photoshop
- Photographed all studio and lifestyle photography

Education

The College of St. Scholastica | 2004 – 2008 | Duluth, MN

- Bachelor of Arts in Computer Science / Information Systems
- Member of Men's Varsity Soccer Team