

# PATRICK COOK

pecook@gmail.com | patcook.net  
25 Custer Street, Apt 3  
Jamaica Plain, MA 02130  
401-580-5135

5+ years experience with proven success in cross-functional online marketing roles. Highly skilled in web optimization, analytics, and website production bringing valuable technical knowledge and a passion for web usability and user experience. A strong background in web strategy and project management with a proven record of successful execution on marketing goals and key performance indicators (KPIs).

## AREAS OF EXPERTISE

Web Analytics	Website Optimization	Project Management
Search Engine Optimization (SEO)	Pay Per Click (PPC)	Content Management
User Experience/Engagement	Website Development	Social Media

## EXPERIENCE

**Senior Web Producer** Feb 2010 – Present  
Sophos, plc | Burlington, MA

- Project lead representing business requirements on successful Sitecore CMS implementation
- Project manager and contributor on corporate website redesign, migration, and launch across 3 languages
- Created monthly web analytics dashboard, reporting key marketing performance indicators and analysis to various stakeholders
- Established paid campaign measurement and tracking, producing accurate pipeline per dollar ROI reports
- Managed two direct reports, Marketing Production Specialist and Internet Search Marketing Specialist
- Developed web project workflows and scoping tools for distributed project management
- Created and implemented organic search strategy and ongoing optimization techniques

**Senior Internet Marketing Specialist** May 2006 – Jan 2010  
DS SolidWorks Corp | Concord, MA

### *Website Development*

- Project lead during all phases of corporate website redesign including, discovery, design, migration, and launch
- Developed wireframes and detailed functional specifications for websites and campaign pages
- Managed development of visual design, interactive elements, website templates, and website content
- Launched 1000+ page website on time and on budget
- Successfully lobbied for purchase and implementation of a new Web Content Management System (CMS)

### *Website Optimization (User Experience, Multi-variant and AB Testing)*

- Developed and implemented multi-variant and A/B split tests across multiple web properties
- Created testing strategies and plans to optimize web designs with emphasis on achieving key performance goals
- Developed and conducted onsite web usability tests
- Responsible for communication and promoting awareness of optimization and testing programs and results
- Increased software downloads by 8% for some products
- Increased overall click thru rates by 23% on key conversion pages

### *Web Analytics*

- Responsible for measuring, tracking, and reporting all key performance indicators on websites and marketing campaigns
- Responsible for developing new reporting metrics and identifying gaps in analytic reporting and capabilities

- Established key campaign performance indicators driving insights on launch timelines and value of promotional channels

#### *Pay Per Click (PPC)*

- Decreased Cost per Lead by 370%
- Increased volume of new prospect leads per month from PPC by 340%
- Decreased Cost per Click, Cost per Conversion, and Cost per Lead by at least 200% each

#### *Search Engine Optimization (SEO)*

- Researched and maintained keyword lists and developed keyword mapping and targeting tools
- Increased Organic traffic year over year by 20%
- Developed keyword strategy and internal awareness and training programs
- Managed conversion process from old website to new with no negative impact on organic traffic

### **Assistant to Manager, Database/Circulation**

Jan 2003 – Apr 2006

Grand Circle Corporation | Boston, MA

- Created direct mail marketing campaigns based on performance figures and lead scoring metrics
- Assisted development of catalog promotions based on sales performance and production schedules
- Evaluated and quantified response rates for various direct mail pieces to assist in future marketing campaigns

---

## EDUCATION

**Northeastern University** | Boston, MA

May 2006

Bachelor of Science Degree in Business Administration

Concentration: Marketing and Management Information Systems (MIS)

---

## TRAINING

- Sitecore Advanced User Training
- RedDot Expert User Training
- Agile Development Methodology, Certified ScrumMaster (CSM)
- Forrester Research Usability Training
- Optimost (Interwoven) Testing Methodology

---

## APPLICATIONS EXPERIENCE

#### *Systems Experience:*

- Analytics: Google Analytics, WebTrends
- Content Management Systems (CMS): Sitecore, RedDot (OpenText)
- Optimization Tools: Omniture Test & Target, Google Website Optimizer, Optimost (Interwoven)
- Customer Relationship Management (CRM) Systems: Siebel, Epsilon
- Marketing Automation Systems: Neolane, Marketo
- Blogging Applications: TypePad, Wordpress

#### *Software Application Experience:*

- Adobe Products: Dreamweaver, Photoshop, Flash, Contribute, Audition
- Microsoft Products: Access, Visio, FrontPage, Office Suite (very proficient with MS Excel)

#### *Programming Experience:*

- HTML, CSS, SQL