Pat McGraw

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SUMMARY

- 15+ years of experience leading strategic marketing for non-profits and for-profits across diverse industries, with organizations generating up to nine-figure annual revenues.
- Drove $15M in first-year revenue by leading marketing and sales operations for a new B2B unit, exceeding corporate goals.
- Engineered recruitment and retention strategies, resulting in double-digit growth in lead generation, new customer revenue, retention rates, and six-figure cost savings with seven-figure revenue gains.

EXPERIENCE

Director of Marketing and Creative Services
BASIS Ed **July 2021 - August 2023, Scottsdale, AZ**

- Led and optimized the marketing and creative services department, managing a budget of over $1 million to support 25 charter schools across Arizona, Louisiana, and Washington, D.C. under BASIS Ed.
- Developed and executed strategic marketing campaigns by leveraging market research to identify three high-potential growth segments, reducing cost per application by over 10% and boosting annual revenue by 10%.
- Surpassed application goals by over 7,000 (40%), transformed declining trends, and slashed the cost per application to under $50.

Vice President, Marketing & Higher Ed Services
DWS Associates **January 2015 - December 2020, St. Paul, MN**

- Optimized recruitment processes, accelerating sales cycles and driving over $10M in annual revenue.
- Spearheaded a data-driven marketing strategy, elevating campaign performance and amplifying lead generation by 25%.
- Strengthened customer retention by 15% within 12 months by leveraging tools like Google Analytics.

Director of Consulting & Market Research
Hobsons **January 2014 - January 2015, Cincinnati, OH**

- Amplified client marketing performance by spearheading market research and strategic planning initiatives.
- Developed innovative program offerings that delivered over $10M in revenue within 12 months.
- Executed pricing strategies that fueled a 15%+ revenue surge.

Interim Marketing Executive/Assistant Director, Marketing
Pearson Education/Connections Academy **January 2010 - December 2013, Baltimore, MD**

- Streamlined recruitment and retention for online schools, propelling double-digit growth in lead generation, new student revenue, referrals, and retention rates while delivering +250,000 cost savings and +1 million revenue gains.
- Orchestrated sales and marketing operations for a new hybrid college preparatory high school in Ohio, Indiana, and Michigan, securing 1,000+ enrollments and +$500,000 revenue within 60 days of launch.
- Drove marketing and sales for a new B2B unit addressing teacher shortages, generating $15M in first-year revenue, vastly surpassing corporate targets.

EDUCATION

Master of Science, Marketing and Strategic Planning
The Johns Hopkins University • Baltimore, MD

Bachelor of Science, Business Administration
Arizona State University • Tempe, AZ

SKILLS

- Visionary Leadership, Dynamic Communication, Collaborative Spirit, Creative Innovation, Agility and Resilience, Customer-First Focus
- Expert in Digital Marketing, Traditional Marketing Acumen, Data-Driven Strategist, Product Marketing Mastery, Strategic Marketing Architect