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# PAT MCGRAW

## Senior Marketing Executive – Strategic Planning

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An experienced senior-level marketing executive who, for more than 15 years, consistently delivers results that meet or exceed organizational goals and objectives in key areas, including cost per lead, cost per customer, lifetime value, and more. Developing integrated marketing campaigns utilizing paid (digital and traditional), owned, earned, and social media built upon insightful research and data, my work with for-profit and non-profit, publicly traded, and privately owned small, medium, and large organizations across a multitude of industries has led to successful new product launches, new geographic market entries, and audience expansion/increased market share.

### INDUSTRIES & EMPLOYERS – B2B & B2C

- ✓ Business Services: Barry Blau & Partners, Hobsons, Travelers, Liberty Direct
- ✓ Consumer Goods: ChemLawn/TruGreen, Service Master
- ✓ Education: BASIS Ed, Pearson Education/Connections Academy, Walden University
- ✓ IT & Communications: Microsoft, IBM, Samsung
- ✓ Retail & E-commerce: Sears, Kmart, Insight Enterprises, Grainger
- ✓ Travel & Hospitality: Bermuda Department of Tourism, Promus Hotels

### HARD SKILLS

- |   |  |   |
|---|--|---|
| ✓ A/B Testing   | ✓ Email Campaigns<br>(MailChimp, ZoHo,<br>Hubspot, etc.)         | ✓ Message and Offer<br>Development                                  |
| ✓ Analytics   | ✓ Market Research  | ✓ Sales Management  |
| ✓ Brand<br>Identity/Management  | ✓ Marketing Operations &<br>Budget Oversight                     | ✓ Sales Strategies  |
| ✓ CRM (Hubspot,<br>Salesforce, Zoho, etc.)                                    | ✓ Marketing Program<br>Management                                | ✓ SEO/SEM/PPC   |
| ✓ Content Marketing<br>Creation   | ✓ Marketing Strategies   | ✓ Social Media Marketing<br>Tools (Hootsuite,<br>SocialPilot, etc.) |
| ✓ Content Marketing<br>Systems (CMS) –<br>Salesforce, Zoho,<br>Hubspot, etc.) | ✓ Marketing Technology<br>(CRM, Automation,<br>Automation, etc.) | ✓ Strategic Planning  |
| ✓ Data Analysis and<br>Reporting  | ✓ Media Planning and<br>Buying                                   |   |

### SOFT SKILLS

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|---------------------|------------------------|--|
| ✓ Collaboration     | ✓ Interpersonal Skills | ✓ Scheduling and Project<br>Management |
| ✓ Creativity        | ✓ Leadership           | ✓ Team Building                        |
| ✓ Critical Thinking | ✓ Management Skills    |  |
| ✓ Innovation        | ✓ Problem-solving      |  |
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## PROFESSIONAL EXPERIENCE AND KEY RESULTS

### **BASIS Ed, Scottsdale, AZ**

*Director of Marketing and Creative Services*

*July 2021 – August 2023*

Reporting to the CEO

- Develop and direct all marketing and creative services operations for 25 charter schools under BASIS Ed Arizona, BASIS Ed Louisiana, and BASIS Ed D.C.
- Led an audience research project that identified three unique segments that offer BASIS Ed opportunities for profitable growth.
- Media planning and messaging development based on audience research that utilized paid traditional, paid digital, earned, owned, and social media that was monitored, analyzed, modified, and re-tested to improve performance.
  - Results include surpassing application goals by more than 7,000 (40%), reversing several years of declining applications, and reducing the cost per application to under \$50.

### **DWS Associates, St. Paul, MN**

*Vice President, Marketing & Higher Ed Services*

*2015 - 2020*

Reporting to the CEO

- Responsible for developing more effective and efficient ways for our clients involved in higher education to achieve goals consistently.
- Results include double-digit increases in lead generation, new student enrollments, referrals, and retention rates that have led to millions of dollars saved by eliminating inefficiencies and millions of dollars generated by improving our client's performance.

### **Hobsons, Cincinnati, OH**

*Director of Consulting & Market Research*

*2014 - 2015*

Reporting to the COO, University Presidents and Boards

- Responsible for leading market research and strategic planning services for colleges and universities, searching for more effective ways to achieve revenue goals.
- Results included developing new program offerings that generated more than \$10M within 12 months and recommending new pricing strategies that increased revenue by more than 15%

### **Pearson Education/Connections Academy, Baltimore, MD**

*Interim Marketing Executive/Assistant Director, Marketing*

*2010 – 2013*

Reporting to the COO

- Responsible for developing more effective and efficient K -12 student recruitment and retention in existing online schools in the US and internationally. Successfully launched a new hybrid model college preparatory high school in Ohio, Indiana, and Michigan. And launched a B2B business unit targeting schools and school districts, offering an online solution to addressing teacher shortages.
  - Results include double-digit increases in lead generation, new student revenue, referrals, and retention rates that have led to millions of dollars saved by eliminating inefficiencies and millions of dollars generated by improving our client's performance.
  - Launched a new business unit serving schools and school districts that generated \$15M in revenue in Year 1, far exceeding corporate goals.

## EDUCATION

**The Johns Hopkins University, Baltimore, MD**

Master of Science, Marketing and Strategic Planning

**Arizona State University, Tempe, AZ**

Bachelor of Science, Business Administration