
PAT MCGRAW

12222 N Paradise Village Parkway

Building 4, Unit 333

Phoenix, AZ 85032

602.529.1390

Email: pat@pat-mcgraw.com

LinkedIn: linkedin.com/in/patmcgraw/

Website: pat-mcgraw.com

I am a senior-level marketing executive with over 15 years of experience. Throughout my career, I have consistently achieved and surpassed organizational goals in critical areas such as cost per lead, cost per customer, and customer lifetime value. I specialize in developing integrated marketing campaigns using a combination of paid (digital and traditional), owned, earned, and social media. My extensive work with both for-profit and non-profit organizations across various industries has resulted in successful new product launches, market entries in new geographic locations, and expanded audience reach, leading to increased market share.

INDUSTRIES & EMPLOYERS – B2B & B2C

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

HARD SKILLS

Strategic Marketing Planning and Execution: My primary expertise lies in developing and implementing comprehensive marketing and communication strategies that align with organizational goals and support research and innovation growth. This skill set aligns with my ability to lead and execute effectively.

Project Management: With my extensive experience managing large-scale projects, I bring a sense of security. My strong organizational skills ensure that projects meet quality standards, deadlines, and budget constraints, demonstrating my commitment to delivering high-quality work.

Data Analytics and Insight Generation: I have a proven track record of using data and analytics to drive strategic decisions and measure marketing effectiveness, including gathering and analyzing critical data to make data-driven decisions.

Content Creation and Multi-Channel

Communication: I am a skilled storyteller who creates engaging content that builds awareness, interest, and action through various media channels (traditional, digital, owned, earned, and social media).

Client Relationship Management: I develop and maintain strong relationships with crucial stakeholders, clients, and partners by focusing on providing strategic guidance and delivering solutions that fulfill client needs and surpass expectations.

Talent Development and Resource Management: I successfully identify, develop, and manage organizational talent. I also efficiently manage resource allocation and facilitate cross-functional and senior management alignment.

SOFT SKILLS

Leadership and Collaboration: I have strong leadership skills that inspire teams and foster a collaborative environment within and across the organization. I'm an effective interdisciplinary leader, coordinating department resources and efforts.

Communication and Presentation: I have exceptional communication skills, both written and verbal. I can convey ideas clearly and persuasively and engage various audiences.

Entrepreneurial Thinking: I have an innovative and entrepreneurial mindset for generating new ideas and approaches. I also work resourcefully and enhance efficiency through leveraging concepts, resources, and networks.

Client-Centricity and Relationship Building: I pride myself on my solid client-centric approach and

unique ability to understand and anticipate client needs. My emphasis on building trusted relationships and fostering a team-oriented approach ensures an unwavering focus on client satisfaction.

Problem-Solving and Decision-Making: I possess strong analytical and critical thinking skills to tackle complex challenges and make well-informed decisions. My ability to swiftly execute high-quality ideas showcases my strategic planning skills, from conception to delivery.

Inclusivity and Emotional Intelligence: I have consistently created and fostered an inclusive environment for all employees. My high emotional intelligence allows me to effectively manage interpersonal relationships and team dynamics.

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, leading to millions of dollars saved by eliminating inefficiencies and millions of dollars generated by improving our client's performance.

PAT MCGRAW

Senior Marketing Executive – Strategic Planning

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Hobsons, Cincinnati, OH

Director of Consulting & Market Research

2014 - 2015

Reporting to the COO, University Presidents, and Boards of Directors

- 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 address 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
