

# Patrick Fitzgerald

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## Who I Am

**I'm a highly creative, experienced professional.** My goal for every project is to ensure that the client is happy, to grow my knowledge, and to exceed all expectations for my team and myself.

## Areas of Expertise

**Digital Marketing:** 6+ years developing and implementing digital marketing strategies and processes across the social and web landscape.

**Design:** 20+ years of print, presentations, interactive design, UX / UI, interactive advertising animations and movies, websites, email blasts, interactive video, and games.

**Applications:** Extensive experience with PowerPoint, Keynote, Photoshop, Illustrator, Hype, Flash, and Dreamweaver, as well as a working familiarity with WordPress, Adobe and Apple Audio & Video editing suites, CSS, HTML5, XHTML, and JavaScript.

**Project Management:** 10+ years acquiring the details, understanding the needs of the client and integrating it with the capabilities of the team. Maintain the vision that guides the team and keep it on-task, under deadline, and under budget.

**Adult Education:** 7 years as adjunct professor of design at Marymount College at Fordham University. Designed, developed, and taught interactive design curriculum. Was only adjunct professor to be named senior advisor and spearheaded the inclusion of interactive media for the Senior Art Show

## Professional Experience

### Sales Specialist

***Triumph of Westchester*** 1/19 - 6/23

Elmsford, NY

Triumph of Westchester was "Triumph Flagship of the Year" during my entire tenure there. Interacted daily with the public as the retail face of the company. Demonstrated the various models of both new Triumph and multi brands of pre-owned motorcycles. Made both cold and customer request calls in order to bring the customer into the dealership.

- Appointed the "Triumph Champion" (Brand Ambassador) of Triumph of Westchester, representing ToW at sales and demonstration events both locally and nationally.
- Built a loyal and dedicated customer base resulting in repeat sales (9 bikes in one case) and 'word-of-mouth' referrals.
- Received roughly \$100k + in bonuses, including recognition awards from Triumph America Corporate
- Received "Triumph Champion of the Year" for 2023 from Triumph America Corporate.
- Sold 697 new Triumph and 557 multi-brand pre-owned motorcycles.

## Marketing Director

**SMLR Group, Inc.** 7/12 - 12/18

Briarcliff Manor, NY

Direct the vision, awareness, engagement, and growth of the brand through all traditional and digital channels for a cybersecurity startup. Develop and implement digital marketing strategy across the social media landscape. Keeping the edge in new tools and techniques as well as keeping the company productive and focused on results.

- Manage a continuous stream of digital marketing and project development efforts resulting in an affective annual 33% growth across channels over the life of the company
- Utilized original and curated content to drive a content marketing program which grew the visitors of the web site from 0 to an average of 305 viewers / day with 700+ page views and a bounce rate of less than 4%
- Developed an editorial calendar based on analytics received from web site, social media engagement, and direct feedback from all channels
- Publish a twice-weekly curated cybersecurity / cybergovernance newsletter with a direct following of 1800 +/- , 1.5 million impressions / week, and a 2.3% engagement rate
- Partner with client's account and production departments coordinating projects including seminars, webinars, and campaigns

## Producer / Project Manager

**Bramson Productions, Inc.** 4/10 – 7/12

New York, NY

Provide project management, presentation support, webcasting, timeline coordination and A/V personnel and equipment. Develop PowerPoint templates adhering to client brand standards as well as ensuring integration of audio, video, and interactive media content.

- Produce PowerPoint presentations and provide meeting and graphic support for Merck, OraPharma, Genentec, Boehringer Ingelheim
- Design and produce graphics for web, print, and presentation use, banners and advertising, as well as video editing and post-production.

## Art Director

**Freelance** 10/09 – 4/10

Providing intuitive design mockups, wireframe concepts, and user-centric Interactive Design services to agency and non-agency clients.

- PowerPoint presentations and graphic support for JPMorgan Chase, Canon, Pfizer
- iPad-based Keynote sales presentations for KAYAK
- Interactive and animated Flash advertising for AXA Equitable, John Hancock Funds, COLE Investments, Van Eck Group, ABB, Iona College, E-Way

## Senior Graphic / Interactive Designer

**PrimeLook, Inc.** 11/07 – 10/09

White Plains, NY

Coordinate and manage a diverse team of designers and developers for the production of user experience focused, award winning, Flash-based online advertising called “E-mercials.” From nebulous conceptual ideas, wireframes, mockups, through user testing, delivery and launch, for Fortune 500 companies including AXA Equitable, ING, and Oppenheimer Funds.

- Project manager coordinating a team of creatives and developers building award-winning user-focused interactive advertising.
- Designed and managed production of print collateral, direct mailing, and advertising.
- Project manager/designer for in-house presentation application.
- Design and deliver in-page sales animations for DowJones, Reuters, and AXA.
- Directed award-winning team:

## Manager, Interactive Media

**Sun and Moon Marketing**

New York, NY

9/2005 – 10/2006

Headed and directed a dynamic team of designers and coders for user-experience focused interactive media projects. Oversaw project timelines, resource allocation, and design focus. Responsible for evaluating the agency’s interactive capabilities, devising strategies to improve those capabilities, and implementing those strategies.

- Managed multiple concurrent projects with tight deadlines and dynamic composition utilizing multiple interactive technologies .
- Developed stand-alone and interactive sales presentations for corporate real estate developers.

## Creative Director

**Chameleon Systems, Inc.**

Pleasantville, NY

7/2002 – 8/2005

Managed a dynamic team of designers and coders producing interactive media in a virtual company environment. Provided services for a wide variety of clients and media.

- Graphic design and speaker support for Dannon, GE Capital, IBM, Jenssen Pharmaceutical, Novartis, HP (booth graphics), and Pfizer.
- Out-of-the-box online games, advertising, “teasers”, and demos for MasterCard, Speed Channel, Deloitte & Touche, PitneyBowes, and Boehringer Ingelheim.

## Senior Art Director

### ***MediaMorphosis***

Monroe, CT

6/1999 – 7/2002

Provided creative direction and project management for a dynamic and dispersed team of designers and coders producing projects for new and existing clients in a wide variety of media and technologies. Responsible for maintaining design standards, developing marketing strategies, executing client contracts, and presenting designs and concepts to the client.

- Delivered cutting edge interactive media web sites for Patrick Wall Group and Tapeworks
- Produced cutting edge interactive product release demos integrated into existing marketing programs for Boehringer Ingelheim and Pfizer.
- Designed and produced CD-ROM based presentation material for MasterCard and Andrews Consulting Group.
- Provided graphic design and speaker support (PowerPoint) services for local and national presentations, conferences, and trade shows for Health and Human Services Administration, Boehringer Ingelheim, Pfizer, Dannon, GE, IBM, Deloitte & Touche, Trudeau Institute, T-Mobile, AstraZeneca, and others.

## Design Director

### ***Doctor's Net Access, The Hawthorne Group***

Hawthorne, NY

6/1998 – 6/1999

Design and implementation of DNA (Doctor's Net Access, a medical specific web portal) as well as the research and development of new features .

- Led the project to convert all of the existing print advertising to digital format for inclusion in DNA.
- Created a dynamic and interface driven tutorial system for the training of Pfizer field personnel on the DNA web portal.

## Education

### **SUNY Potsdam**

Bachelor of Fine Arts, Design & Painting