

CHASE PATTISON

1000A Noelton Avenue

Nashville, TN 37204

865-567-2599

Chase.Pattison.2009@owen.vanderbilt.edu

EDUCATION	OWEN GRADUATE SCHOOL OF MANAGEMENT, VANDERBILT UNIVERSITY Master of Business Administration, May 2009 Concentration: Marketing Specialization: Brand Management Emphasis: New Media <ul style="list-style-type: none">• 3.79 GPA, <i>Beta Gamma Sigma Honor Society</i>• Club Affiliations: Social Media MBA, 100% Owen VP of Marketing, Owen AMPED Executive Team	Nashville, TN
	UNIVERSITY OF TENNESSEE Bachelor of Science in Business Administration, May 2005 Major: Marketing <ul style="list-style-type: none">• 3.59 GPA, <i>cum laude</i>• University Honors Program, Student Government Association, Bicentennial Scholar	Knoxville, TN
EXPERIENCE	ECHO MUSIC <i>Digital Marketing Assistant</i> <ul style="list-style-type: none">• Audited and revised ECHO's email marketing protocol, thus increasing the profitability of client marketing campaigns by improving fan response metrics, including open rates, click-throughs, and purchase behavior.• Refined ECHO's search engine optimization initiatives for client websites and properties by investigating industry best practices and amending formal procedure, bolstering the artist's online visibility and presence.	Nashville, TN
2009		
	ACCELERATOR / VANDERBILT SUMMER BUSINESS INSTITUTE <i>Lead Marketing Consultant for William Morris Agency & Griffin Technology Projects</i> <ul style="list-style-type: none">• Organized two client projects, including detailed on-site launches, executive presentations, and an exclusive music concert, for Accelerator consulting teams composed of over one hundred program participants.• Created an integrated marketing campaign, utilizing online media technologies, consumer promotions, and goodwill publicity, for the album launch and tour for Capitol Records' recording artist Eric Church.• Restructured product category classifications for Griffin's online retail store, using consumer research to further understand online browsing and purchasing trends in an effort to increase sales per customer.	Nashville, TN
2008		
	BOHAN ADVERTISING I MARKETING <i>Brand Consultant</i> <ul style="list-style-type: none">• Generated a marketing dashboard to analyze brand health metrics for Ochsner Health and created actionable recommendations on how to better manage and represent the brand to its target segment.• Conducted field market research for Fazoli's to reveal consumer behaviors and attitudes regarding the restaurant experience and created consumer segment profiles designed to drive increased demand and loyalty.	Nashville, TN
2008		
	THE BIG TEASE ENTERTAINMENT <i>Marketing & Business Manager</i> <ul style="list-style-type: none">• Created, nurtured, and strengthened fan communities of over 10,000 members across a variety of social networking platforms through grassroots efforts focused on relationship building and a permission protocol.• Collaborated and managed relationships routinely with the artist team, including management, publicist, booking agent, etc., to develop and implement both the daily initiatives and future vision for the artist.• Devised and launched a successful online fundraising campaign, generating thousands of dollars through donations, to finance a networking venture aimed at securing a recording contract with Universal Records.• Managed and implemented all accounting procedures, including, but not limited to, the band's daily financial ledger and annual statements, payroll for six employees, contractual agreements, and yearly tax filings.	Knoxville, TN
2001-2007		
	A.C. ENTERTAINMENT <i>Assistant to the Chief Operating Officer</i> <ul style="list-style-type: none">• Directed each clients' online street teams, creating email newsletter communications, updating and strengthening web-based content, and developing strategies for penetrating social media technologies.• Implemented a sales channel to process phone and online orders of band merchandise and to ensure the accuracy of customer receipts and shipment details for all outgoing orders.	Knoxville, TN
2002-2004		
ADDITIONAL	<ul style="list-style-type: none">• Internship: Sharp Entertainment, New York, NY, Music Licensing Internship• Proficiency: Adobe Photoshop/Illustrator/Acrobat Apple Logic Garage Band iMovie Final Cut Express	