

Abe Pattee

2302 E 7th St, Superior, WI 54880
651-249-9998
apattee@gmail.com
www.abepattee.com

Experience

Marketing & IT Manager | Duluth Pack | 2014 – Present | Duluth, MN

- Designed and oversaw a complete website redesign and raised yearly sales by 40% while maintaining margins
- After 4 months, achieved record sales every month of 2015
- Saw over 30% increase in conversion rate, 6% increase in traffic, and 4% decrease in abandonment rate
- Raised Items Per Order 7% by substantially increasing online product catalog
- Increased customer email list from 30,000 to 60,000 subsequently increasing email revenue by over 47%
- Responsible for all SEO, including CPC accounts
- Managed the marketing budget
- Analyzed sales and market trends
- Oversaw creation and delivery of press releases, advertisements, and other marketing materials

Graphic Designer | BodaBid | 2013 – 2014 | Newport Beach, CA

- Designer of company website using WordPress
- Created all tradeshow materials including flyers, postcards and banners
- Oversaw integration of Salesforce, WordPress, Formstack & Stripe

Graphic & Web Designer | LePort Schools | 2011 – 2014 | Irvine, CA

- Designer of company website using WordPress
- Created all print & web media including magazine ads, brochures and flyers
- Managed the company CRM software, Infusionsoft

Marketing Manager | Duluth Pack | 2008 – 2011 | Duluth, MN

- Designed nine 52-page catalogs sent to 1.5 million customers using Adobe InDesign
- Sent out weekly marketing emails to over 30,000 customers
- Designed flyers, brochures, and newspaper ads using Adobe Photoshop
- Managed Duluth Pack website built on Magento, all SEO and Social Media
- Photographer for all studio and catalog photography

Freelance Web Designer | 2012 – 2014

- TrekSOS | www.TrekSOS.com | 2014
- CWI Development | www.CWIDevelopment.com | 2014
- American International Montessori School | www.AIMMontessori.com | 2013
- Orange County Private Schools Association | www.OCPSA.org | 2013
- Support LePort | www.SupportLePort.com | 2012

SEO Consultant | 2009 – 2011

- Brian's Toys | www.BriansToys.com | 2011
- Prairie Moon Nursery | www.PrairieMoon.com | 2011
- Herbal Freak | www.HerbalFreak.com | 2011
- Security Jewelers | www.SecurityJewelers.com | 2009 – 2010

Education

The College of St. Scholastica | Duluth, MN | 2004 – 2008

- Bachelor of Arts in Computer Science / Information Systems
- Member of Men's Varsity Soccer Team