

## OLIN PATTERSON

OlinPatterson.com / seek@olinpatterson.com

### EDUCATION

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#### POINT LOMA NAZARENE UNIVERSITY

*Bachelor of Arts, Business Administration and Finance*

San Diego, CA

May 2007

### SKILLS

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- Project management, public speaking, event promoting, broadcast media, travel journalism, video production, writing, networking, organizing, creative directing, web development, and social media.
- Proficient in MS Office, Wordpress, SEO, SEM, analytics, and web 2.0 applications. Knowledge in CSS, XHTML, PHP, MySQL, and basic Spanish.

### EXPERIENCE

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#### COMMAND MASS

*Project Manager/Owner*

Long Beach, CA

2009 – 2011

- Development of branding, corporate identity and website projects with budgets of \$2500 - \$35,000.
- Oversaw a team of three developers, a creative director, junior designer, and a photographer.
- Managed client relations, sales, presentations, deadlines, budgets, payroll, and a work space/studio.
- Co-lead creative direction including production of style guides, websites, copywriting, logos, and brand collateral.
- Worked with clientele ranging from non-profits and small businesses to corporations, including a New York based bi-coastal investment bank.

#### THE HUNTHAUSEN GROUP

*Digital Marketing Manager*

Huntington Beach, CA

2009-2010

- Created and executed a marketing campaign and multiple websites that utilized web 2.0 applications, blogging, video production, SEO, SEM and analytics to drive online traffic to the real estate firm's website.

#### INTERNATIONAL SURF LIFESAVING ASSOCIATION

*Director of Finance*

Huntington Beach, CA

2008-2011

- Organized and executed several events including a transcontinental bicycle ride and several university speaking engagements to raise funds and awareness for lifesaving support needs in Central America.
- Successfully received federal tax exemption and 501(c)(3) status for the organization in the state of California.
- Team manager of two beaches in Nicaragua, responsible for overseeing the needs of ISLA volunteer lifeguards during the Easter holiday week, and working with the Nicaraguan Red Cross and government officials.
- Developed and managed the online marketing campaign and website for ISLA.

#### HUNTINGTON BEACH MARINE SAFETY DIVISION

*Lifeguard, Emergency Medical Technician, Junior Lifeguard Instructor*

Huntington Beach, CA

2002 – 2009

- Responsible for the 'life, limb and property' of the beach going public.
- Taught two classes of 15-30 students each day about ocean safety and awareness.
- Managed 10 instructors and 40 students for the program's surf school.

#### ROAD TRIP NATION ON PBS

*Journalist and Promoter*

Costa Mesa, CA

2008

- Interviewed people in a range of professions across the country and developed these experiences into blogs, video production, radio interviews and broadcast media.
- Public Speaker at 15 university events across the country, including Yale, Notre Dame, USF.
- Documented travel through over 35 states and 11,000 miles.

### HONORS, ACTIVITIES, CREDENTIALS

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- 2009 Study Abroad in Buenos Aires, Argentina- Universidad de Buenos Aires (UBA)
- 2005 Study Abroad in Rome, Italy- John Cabot University (JCU)
- 2005 National Registry Emergency Medical Technician (EMT)
- 2003 Eagle Scout and California Boys State Delegate.
- Travel in over 25 countries and 45 states for study, work and leisure.
- Enjoy writing, reading, sailing my sloop 'Manatee.'