

Patrick Snyder

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PROFILE

Senior Marketing/Communications Professional with over 12 years of progressive experience providing strategic direction, management and supervision in the areas of internal and external communications, marketing, print and web production, and editorial content development

ACCOMPLISHMENTS

Demonstrated success in:

- **Developing creative marketing/communications campaigns** for both external and internal audiences
- **Managing print/web publications**
- **Developing brand strategy and positioning**
- **Distilling complex thought leadership content** for a general audience
- **Implementing scalable, systematic solutions** designed to maintain order in the midst of chaos
- **Motivating teams** to achieve peak performance levels
- **Exceeding expectations** across a wide variety of strategic and operational initiatives

PROFESSIONAL EXPERIENCE

CHERRY, BEKAERT & HOLLAND
Richmond, Virginia

Marketing/Communications Manager
October 2005 - present

Responsible for the development and execution of both external and internal communication campaigns in support of the strategic growth plan for one of the nation's largest regional accounting and consulting firms. Primary duties include directing departmental resources in the development and deployment of high-quality client and associate communication campaigns, proposals, marketing collateral materials, reports, and advertisements. Messages often deal with complex regulatory and technical concerns that must be distilled for a general audience.

Internal and external communications channels supported include broadcast email, direct mail, newsletters, websites, multiple WordPress blogs, SharePoint-based Intranet, seminars, and events. Messages for external clients/targets must confidently demonstrate the value of the firm's thought leadership on specific topics, and messages for internal audiences must balance inspiration and fun with specific campaign objectives.

Directly supervise a team of content developers, graphic designers, and a CRM administrator to ensure timely support and internal adoption associated with a variety of platforms. Internal resources implemented include:

- Microsoft CRM-based client/prospect database
- SharePoint-based Intranet
- Proposal content management system

DOUGLAS PUBLICATIONS

Richmond, Virginia

Publisher – Directories Division

June 2004-October 2005

Responsible for the editorial, design, and sales of 14 annual trade directories in *The Salesman's Guide* product line. Directly supervised department of 25-30 professionals. Duties included editorial product development, project oversight, budget preparation, market analysis, sales, and employee management.

Managing Editor

March 2002-June 2004

Responsible for coordinating the editorial support and design of 8 magazines and 14 directories. Titles include: *Compliance, American Painting Contractor, Robotics World, Human Capital, Facility Care*, and *The Salesman's Guide* product line. Directly supervised department of 25-30 professionals. Duties included project planning and oversight, budget preparation, cost reduction implementation, folio layout and design, advertiser relations, print production management, Web site maintenance and expansion, copy development and editing, and employee management.

Senior Editor

June 2001-February 2002

Responsible for the editorial content of 14 annual trade directories. Duties included writing copy, copyediting and proofreading, research method analysis and implementation, project oversight, and employee management.

Associate Editor

March 2000-June 2001

Responsible for researching the editorial content of 14 annual trade directories. Duties included copyediting and proofreading, and research method implementation.

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

1997-1998

Completed 18 post-graduate credits towards a Master's Degree in English

Coursework included: Writing, Teaching Composition, Literary Theory & Criticism, and Applied Linguistics

GEORGE MASON UNIVERSITY

1993-1997

B.A. in English with a minor in Film & Media Studies

Coursework included: Writing, Literature, Fiction Workshops, and Media Theory & Criticism

AWARDS & HONORS

EAGLE SCOUT (1993)