

PATRICK BEGER

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SUMMARY OF EXPERIENCE

I am a seasoned marketing and communications professional, exceptional at storytelling through various mediums to elevate brand presence and drive action. I encourage you to view examples at PatrickBeger.com

- More than six years of experience in marketing and communications in the nonprofit and private sector
- Creative with marketing strategies and campaigns to promote programs and drive action
- Experienced writer and editor who understands the importance of storytelling at all levels
- Background in budgeting large-scale projects and planning creative marketing techniques
- Effective in building collaborative relationships with strategic partners and stakeholders
- Skilled in creative directing, designing, and producing video, photography, and graphic design content
- Strong analytical skills with a data-based mindset to track, measure, and improve outcomes

AREAS OF EXPERTISE

| Marketing & Communications | Advertising Campaigns | Content & Digital Marketing | Web Management |
| Research & Journalism | Social Media & Blogging | Professional Writing & Editing | Project Management |

EDUCATION

Bachelor of Arts

- Communications Major, Writing Minor
- Graduated with Honors
- LSA Academic Scholarship Recipient
- Winner of the Leland Stowe Award for Communication Majors

University of Michigan

Jan. 2013 - May 2015

3.7 / 4.0

Associate's of Applied Arts & Science

- Dean's List for 3 semesters
- Horatio Alger Scholarship Recipient
- Elk Rapids Rotary Club Scholarship Recipient

Northwestern Michigan College

Sept. 2006 - May 2010

SPECIAL SKILLS

| Microsoft Word + Excel + Teams | Google Analytics | Meta Business | Constant Contact & Mailchimp |
| WordPress & Wix | Photography & Videography | Salsa & Network for Good | Final Cut Pro X | Asana |

PROFESSIONAL EXPERIENCE

Assistant Marketing & Communications Manager | **San José Clean Energy**, San Jose, CA

May 2024 - Current

In my current position as Assistant Marketing & Communications Manager at San José Clean Energy, I have developed an in-depth understanding of Community Choice Aggregation (CCA), learning the ins and outs of clean energy procurement and generation and how to communicate these services and programs to customers.

- Immediately took over as project manager of our Residential Newsletter, sent to 250k+ customer emails.
- In my first few weeks, I made significant improvements to our Demand Response program by updating the language on our website and email communications to be less technical and more customer-focused
- In my first three months, I successfully launched our largest ad campaign in recent years, promoting our cost-saving programs and services on Valley Transit Authority (VTA) buses and light rail throughout San José, which required managing project deadlines, assets, and relationships with external partners
- Currently, I am working on promoting a new program to provide incentives for energy-efficient heat pump technologies. Working with SMUD, we have already surpassed application goals
- Created a successful social media ad campaign for our Energy Efficient Appliance Sale, increasing participant enrollment by 66% over last year, and worked with a contract video company to create a customer testimonial promo video

Communications Manager | East Bay SPCA, Oakland, CA

February 2023 - August 2023

As Communications Manager at East Bay SPCA, I ensured our brand identity aligned with our mission and vision across all communication channels. At an organization with nearly a 150-year history, this meant growing our legacy as a respected veterinary and animal shelter while engaging new and old audiences.

- Quickly after being hired, I secured media coverage with ABC7 News and partnership promotion with the Oakland A's for our upcoming annual fundraiser, which became our most successful to date, raising almost \$400k. I also managed the creation of all print and digital advertising and materials, including graphic design of our program and event signage, regularly using Asana to aid project management
- Created content for our website, social media channels, print material, and more while managing one Communications Specialist. Larger projects included our annual report and direct mail campaigns
- Improved brand presence with a new style guide and more professional photography and videography across social media and our website
- Managed our quarterly newsletter, received by over 40k subscribers via email and 10k in print

Communications Specialist | Matrix Human Services, Detroit, MI

April 2019 - February 2023

During my role as Communications Specialist at one of the largest nonprofits in Michigan, I crafted the voice and image with which supporters of Matrix Human Services were familiar. Like an internal roving reporter, I created content to promote Matrix Human Services online and in print, ultimately to connect with supporters, engage donors, and promote our services. Please visit PatrickBeger.com to view my work examples.

- Wrote, edited, and published success stories on our website and social media featuring my own original photo and video content
- Created major communications plans with the VP of Marketing to target new audiences and clients. Our largest advertising campaign spent over \$200K on commercials, billboards, web ads, and more
- Managed all web pages within matrixhumanservices.org via WordPress as lead webmaster. This involved regular web update requests from multiple departments, creating original landing pages, and publishing content in our news blog section, boosting our SEO rank
- Increased our following on all social media accounts including Facebook, Twitter, Instagram, LinkedIn, and YouTube, elevating our brand presence with improved visual content and storytelling
- Increased monthly e-newsletter subscribers by nearly 10k using Constant Contact
- Oversaw graphic design requests for both print and digital content, collaborating with graphic designer
- Maintained strategic partnerships including media contacts and program partners like the City of Detroit
- Tracked, analyzed, and reported marketing metrics including web traffic, social media engagement, etc.
- Worked across departments to deliver on program enrollment goals via targeted advertising
- Created fundraising materials including our annual report and direct mail campaigns

Communications Editor | Consumers Energy, Jackson, MI

May 2014 – August 2014 - Internship

- Edited and proofread numerous technical training manuals and online resources for hundreds of internal employees while working with the head of the Learning and Development branch
- Wrote and designed a weekly e-newsletter aimed at improving employee communications
- Helped design promotional flyers to encourage enrollment in a new training program

Triage and Document Imaging Associate | University of Michigan - Shared Services, Ann Arbor, MI

February 2016 - August 2018

- Improved Shared Services template emails used to communicate with faculty and staff
 - Wrote email communications daily to a large variety of University of Michigan faculty and staff while adhering to all University of Michigan policies and procedures, HIPPA laws, and more
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