

PROFILE

A highly skilled individual with a professional background in Marketing, Management, and Computer Science.

QUALIFICATIONS SUMMARY

Marketing Manager with Computer Science background:

- *Intellectual Property; Marketing Research & Development*
- *Competitive Analysis; Strategic Marketing Planning; International Marketing Research & Planning*
- *Business Development*

Over 10 years of experience with all of the following skill sets:

- *2D and 3D Graphic Design, Photography*
- *Management of Research, Advertising, Event Planning, and Public Relations*
- *Computer Programming including Flash Website Design, Online Application Development*
- *Search Engine Optimization, Website Administration*
- *Linux and Windows Server Administration*
- *Cisco Systems Enterprise Network Design, Installation, Configuration, and Management*

OBJECTIVE

To innovate, maintain client relationships, and develop word of mouth marketing channels.

EDUCATION

Daniel Webster College, Portsmouth NH (2008 – 2010)
B.S., Marketing Management

Merced College, Merced CA (2001 – 2004)
CCNA, CCNP, Cisco Networking Academy Student #428104
A+, Comp TIA #COMP10598087
Adobe Web Design Certification

CERTIFICATIONS

Microsoft Certified Professional #6983472
MCTS, Microsoft SharePoint Services (2009)



Microsoft Windows SharePoint Services 3.0
Configuration



EMPLOYMENT HISTORY

MCE123SM ⁱ, Barrington NH (1999 – present)
Company Founder

www.mce123.com

- Prepared invention documentation for over 900 new technological concepts.
- Developed a 200+ page business and marketing plan, including 13 departments.
 - Developed portfolios per department documentation.
- Provided information and services to help companies improve their position in the marketplace.
- Monitored industry trends and statistics in trade literature, consumer research groups.
- Gathered information on competitors to analyze pricing and marketing strategy.
- Compared effectiveness of various types of advertising.
- Responded to media requests or designated an appropriate spokesperson.
- Consulted production and support staff to coordinate the creation of advertisements.
- Developed pricing strategies, and participated in promotional activities to market services.

REPRESENTATIVE CLIENT WORKS

▪	TNT Productions DJ Service	www.tntprodjs.com
	➢ Created HTML website 1999.	
	➢ Updated to Flash animated website 2005 – from scratch.	➢ Various print media. ➢ D.J. music database.
▪	The Seasons Catering	www.gotoseasons.com
	➢ Flash website 2005.	➢ Print Media: Brochure Design.
▪	Woodman Institute Museum	www.woodmaninstitutemuseum.com
	➢ Flash website 2007.	
▪	Build Green NH	www.buildgreennh.com/pages/newsletter
	➢ Newsletter Template & CMS Management 2009.	
▪	Tiffany Williams, Graphic Designer	www.javabean911.com
	➢ 3D Flash Website from scratch 2006.	

ⁱ PTO #3,844,724

Patrick R. McElhiney

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This is a detailed list of marketable skills based on experience in Marketing Management

Marketing & Multimedia Design / Web Interface Programming

Design of webpage layout, user interface, color schemes, cross-browser compatibility, writing text with company staff, image optimization, development of styles and templates

3D Illustration, Modeling & Rendering – 3ds Max, Lightwave, Ulead Cool 3d, Swift 3d

Cross-Browser Compatibility – Chrome, Internet Explorer, Netscape, Opera, Safari

DVD Authoring – Roxio PhotoSuite, MyDVD

E-commerce – eBay, online shopping cart, PayPal

Graphic Design

Photo Editing (Pixel Art) – Adobe Photoshop, Kodak EZ Photo, Paint Shop Pro

Figure Drawing (Vector Art) – Adobe Illustrator, Corel Draw, Adobe Freehand

Maps – Google Earth API

Sound Editing – Acid Pro, Adobe Soundbooth CS4, Cakewalk, Pro Tools, Reason

Photography – Meeting with professional photographers on-site, directing photo shoot

Video Editing / Videography – Adobe Premiere, Final Cut Pro, Ulead Video Studio

Website Design – Adobe Dreamweaver, Adobe GoLive, Microsoft Expression, Microsoft FrontPage

Programming

Languages – Cascading Style Sheets (CSS), Extensible Markup Language (XML), Hyper Text Markup Language (HTML), JavaScript, Perl, PHP

Database – Relational MySQL design, record management, import / export, web integration

Standards – W3C

Web Services Administration

Web Server Platforms – Microsoft Internet Information Services (IIS), Microsoft Sharepoint Portal Services, cPanel, Apache

Managed Web Services – Access Control Lists, disk quota, e-mail list server, FTP server, Shell, SPAM filter, SSH, Automatic Site Map, Server Side Image Resizing, Password Protected Directories, User/Group Management, Domain Hosting, Domain Registration, DNS Server, Sub domains, Redirects

E-mail – POP3/IMAP, Auto Responders, Forwarders

Search Engine Optimization – Compare META to other websites, keyword ranking & relevancy, website statistics analysis

Pay Per Click (PPC) Management – Yahoo! & Google

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This is a detailed list of marketable skills based on experience in IT Management

Proficient Computer Use

Data entry, database management, firewall configuration, networking, software installation, use of Internet, virus removal, word processing

Accounting – Microsoft Money, Peachtree, QuickBooks, Quicken, TaxCut

Anti-Virus –AVG, McAfee, Microsoft Live OneCare, Norton Antivirus, Panda, PC Tools

Automation – AutoMate

Database – Microsoft Access, Microsoft SQL, MyDatabase

Desktop Publishing – Adobe Indesign, Microsoft Publisher, Adobe Acrobat

E-mail – Microsoft Outlook, Outlook Express

Firewall –ZoneAlarm

Maps – ESRI, Microsoft MapPoint

Presentations – Microsoft PowerPoint

Project Management – Microsoft Project

Scanning – documents, publications, photos, slides, transparencies

Word Processing – Microsoft Word, Microsoft Excel, Microsoft Works, WordPerfect

Operating Systems

Windows – 3.0, 3.1, 95, 95b, 98, 98SE, NT Workstation & Server, 2000 Pro, 2000 Server, ME, XP, MCE, 2003 Server, Vista, 2008 Server

MSDOS, Linux, UNIX, Novell, Sun Solaris

Macintosh OS7 through OSX 10.3 plus UNIX Development Tools

Palm OS, Blackberry, Windows Mobile

Computer Repair

System upgrades, configuration, network cards, PC Assembly, Peripherals

Computer Networking

Addressing – IPv4, IPv6, IP subnets Class A, B, C

Cabling – CAT III, CAT V, CAT VI, 66/110 Punchdown, 100-pair

Configuration – VTY (Telnet), Console, Auxiliary, PPP encapsulation

Diagram Design – Cisco Network Designer, Visio

Monitoring – CDP neighbors, debug, Telnet, Fluke Network Inspector, Trace Route, and Ping

Protocol – Ethernet, Gigabit, Local Area Network (LAN), Wide Area Network (WAN), TCP/IP, UDP

Routing – IGRP distance vector protocol

Security – IP Access Control Lists, Password Recovery, PIX Firewall, Upgrade IOS, Virtual Private Network (VPN)

Technologies – Voice over IP (VoIP),

Programming

BASIC, C, C++, Microsoft FoxPro, UNIX Shell, Visual Basic