

Patrick Darling

WEB ENGINEER, MEDIA & MARKETING PROFESSIONAL



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[LinkedIn](#)

Innovative **Online Publishing, Media and Marketing Professional** with progressive experience in project management, social media marketing, and managing diverse, multidisciplinary, global teams. Visionary problem solver and dedicated leader with extensive international experience, passionate about utilizing dynamic solutions to deploy marketing strategies, emphasizing education, awareness, and brand elevation. Creative storyteller with demonstrated ability to manage projects and campaigns from concept through completion, creating informative and inspiring deliverables.

EXPERTISE

- Website Design and Management
- Wireframe Design
- Digital Marketing
- Graphic Design
- Social Media Mgmt
- Stakeholder Mgmt
- Strategic Planning
- Project Management
- Training Modules & Infographics
- Thought Leadership
- News Amplification

FLUENCIES

- HTML, JavaScript, CSS, XML, PHP, MySQL, Web Forms, WordPress, Elementor, CRM Apps, Joomla, Moodle
- Adobe Suite; Creative Cloud; CorelDRAW Suite (v6 through v2021)
- Microsoft Office suite
- Search Optimization Methodologies; Analytics
- User-Centered Design
- Usability Testing & Surveys

EDUCATION

COMPUTER INFORMATION SCIENCES

Cosumnes River College
Placerville, CA (1993-95)

ELECTRONICS ENGINEERING TECHNOLOGY

ITT Technical Institute
Sacramento, CA (1988-89)

LIBERAL ARTS

American River College
Carmichael, CA (1983)

AWARDS

HERMES 'CREATIVE MEDIA'
Gold Award (2012)

BEST ONLINE NEWSROOM
Sabre Award (2011)

BEST TECH. NEWS SITE
Web Marketing Assn (2011)

BEST ONLINE NEWSROOM
Bulldog Reporter (2008 & 2011)

INTEL ACHIEVEMENT AWARD
Intel's Highest Honor (2007)

WORK EXPERIENCE

WEB DEVELOPMENT & SUPPORT (FREELANCE) | GREAT RAYS | FOLSOM, CA | 2016 – PRESENT

Provide support and mentorship to business organizations, individuals, and teams with diverse personal and professional backgrounds to help facilitate asset and resource retention and to help clients achieve lasting positive life changes.

- Anticipated the need for and quickly rolled out a dynamic online solution for alcoholics and those dually-addicted to other substances or pharmaceutical drugs to help achieve or maintain and enrich their sobriety before the COVID-19 pandemic.
 - Rapidly created and deployed an entirely virtual solution, any-lengths.org, providing ongoing daily support meetings in a variety of familiar formats; all fully operational in time to support people in all phases of recovery as each came to discover in-person 12-Step meetings were closing doors and would no longer be an option.
- Facilitated and implemented the Zoom meeting platform for people in or needing recovery well before awareness of the online platform spread globally due to the pandemic; registered any-lengths.org with existing A.A. meeting registries to make meetings easily accessible, and maintained the virtual space as a haven throughout the pandemic to the present.
 - Ensured the resource was replicable and assisted others in building similar online groups to support anyone with internet access, anywhere, who needed or wanted an A.A. meeting.

INTEL CORPORATION | FOLSOM, CA | 2000 – 2016

Online Media Relations Manager (2006 – 2016)

Crafted, managed, and evolved the Intel Newsroom website and other digital assets to lead the company's media relations and online activities. Produced content-rich multimedia press kits, mission-critical press releases, and a wide variety of different marketing and public relations (PR) pieces.

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Intel Corporation Work Experience Continued...

- Repositioned Intel Newsroom website into a multilingual, award-winning global resource by evolving the site into a central hub for all Intel's corporate news content and press tools; relaunched site attracted industry-wide attention, won 6 industry awards, and became a standard-bearer for similar resources.
- Managed multidisciplinary team through several iterations of the Intel Newsroom website, including designing the architecture, navigation, and features of the site and completing market research to ensure the site's continued relevancy, despite the rapidly changing landscape of technology and news delivery.
- Facilitated global digital release of 1K+ time-sensitive press releases, multimedia press kits, educational capsules, multimedia modules, and production of 2K+ "Chip Shot" news posts over a large array of digital channels, without ever missing a single publish deadline.
- Developed and cultivated official "Intel Corporate News" Twitter handle, @IntelNews, as the sole manager, publisher, and editor; posted 4K+ tweets for 6+ years, building a highly active, organic follower base of 150K+, including global press and tech bloggers.
- Success and value of [@IntelNews](#) led Intel to incorporate the handle in all product launches, event messaging, and key activities in partnership with the primary [@Intel](#) handle, to the exclusion of 120+ other company-owned handles.
- Conceived and drove implementation of highly innovative and versatile media "capsules," a mobile solution of content 'bundling' to maximize subject matter offerings and amplify distance education around products and added value.

Web e-Commerce Manager – EMEA Reseller Site – Swindon, UK (2005 – 2006)

Selected to manage improvements to the European version of Intel's Reseller Center website, during which time resellers accounted for \$5B of Intel's annual revenue.

- Redevelopment of Intel's Reseller Center website created notable advances in awareness of new products, contributing to an estimated \$6M in 4th quarter gains during key product launch.
- Intel's Reseller Center, a multilingual, member-driven site, was used to provide resellers with timely information on new products and services, support, and influence resellers in the dynamic European market.
- Developed and deployed in-depth, bidirectional, Q&A resources for European, Middle Eastern, and African markets, saving the company an ~\$4M by reducing customer support contacts.

Reseller Website Manager and Information Architect (2001 – 2005)

Defined, designed wireframes, completely redeveloped, and managed continuous improvement of the core and 17 global, localized, translated versions of Intel's Reseller Center website.

- Designed and managed new architecture and expansion of the core model and "hub," the US Corporate Reseller website.
- Provided oversight and guidance to regional, geo-based teams operating localized versions of the Intel Reseller Center.

Technical Operations Manager, Channel Website (2000 – 2001)

Managed technical implementation of a merger of two 1st generation websites into the Intel Reseller Center website.

- Focused extensively on stakeholder and agency management, implementation of communication systems, and training and consultation methodologies.
- Worked closely with a diverse group of global partners and regulations.