

# Patsy R Gillispie

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## Experience

### **Support Desk Manager / Implementation Consultant**

*Happydance Agency | BTB web services, Enterprise and Fortune 500*

Support Desk Manager - January 2025 – Current

Implementation Consultant - August 2023 – January 2025

- Recently promoted to Support Desk Manager, I lead day-to-day support operations for B2B enterprise and Fortune 500 clients, bridging customer support, technical strategy, and project execution. I oversee incoming support requests, scope and cost change work, and ensure issues and enhancements are clearly defined before moving into delivery. Many of the clients I previously supported as an Implementation Consultant continue to engage through the support desk, allowing for continuity across implementation and ongoing support.
- I continue to serve as a technical liaison as needed, translating complex requirements between clients, project managers, and delivery teams. I conduct site audits, define project requirements, develop sitemaps, and collaborate with design and development teams to recommend solutions, guide strategy, and support fast-paced project lifecycles.
- A few websites / customers I oversaw implementation services for:
  - <https://careers.box.com/en/>
  - <https://careers.cushmanwakefield.com/en/>
  - <https://careers.xero.com/>
  - <https://jobs.fidelity.com/en/>
  - <https://careers.clydeco.com/en/>
  - <https://careers.servicenow.com/>
  - <https://www.bebriidgestone.com/>
  - <https://careers.generac.com/en/>
  - <https://jobs.centene.com/us/en/>

### **Product Marketing Manager**

*Broce Manufacturing & Waldon Equipment | BTB Construction Equipment Manufacturer*

September 2017 – June 2020

- Determined all creative direction from concept development to completion. This included rebranding much of their printed materials, including banners for shows and did a complete overhaul of the company website.
- Wrote press releases, blog posts, editing and reviewing copy.
- Managed the company social media with a focus on inbound marketing.
  - Increased their following and have established monthly marketing campaigns.
- Worked with the CEO and VP of Operations to develop a sales promotion campaign that is delivered to dealers and rental houses. This campaign includes training videos and how-to documents for install.
  - Within the first month, the company sold 3 times the parts over what was normally done in a year.
- Prepared booth design and materials for trade shows. Planned in booth demonstrations for products to potential buyers.
- Developed and executed best practices for the sales CRM. Working daily with the sales team to clean up and reorganize the system to be more effective and useful in marketing to customers and potential customers.

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## **International Product Marketing Director**

*Trevo Corporate | Supplement Manufacturer*  
March 2016 – March 2017 | Oklahoma City, OK

- Managed, trained and supervised the product marketing, web and social media staff for the company.
- Oversaw the global marketing initiatives for over 31 countries and languages. This also included providing direction to managers and sales staff in various locations around the world.
  - While there, I reduced marketing spends which lead to a significant cost savings of \$108,000 forecasted for 2017.
- Provided overall concept, art direction and strategy for all initiatives including video production and materials development.
- Packaging design and redesign for delivery of products based on country requirements for advertising.
- Spearheaded the rebrand and design of all marketing materials as well as established a company brand guide.
- Planned all US and international marketing promotions/campaigns that changed quarterly for the sales team. This included strategy, design direction and budgeting.
- In addition to the marketing initiatives, I worked with the business development team to help launch product and general operations in Japan and Europe. Much of this included contract reviews and understanding laws / regulations as it pertained to advertising for MLM based companies in foreign countries.
- **Print sample:** <http://patsygillispie.com/wp-content/uploads/2017/04/booklet-redesign.pdf>  
Includes art direction, copywriting / editing

## **Agency Web Manager**

*BigWing Interactive Agency | Digital Marketing Agency*  
November 2011 – March 2016 | Oklahoma City, OK

- Recruited from Dallas to hire, train and build the web design and development team for the digital media division which was new for the agency.
- Oversaw and managed the creative process for BigWing and former OPUBCO clients from concept development to production.
- Determined requirements, design strategy & creative direction and best practices for implementation in both design and development projects.
- Directly responsible for meeting with clients, writing proposals & SOWs, preparing presentations, budgeting and developing wireframes for designs.
- Coordinated cross-team initiatives with SEO, SEM and social media management teams when needed for projects.
- Lead and mentored a team of creatives: UX designer, web designers and developers (in-house and off-shore)

## **Special Projects Lead (E-commerce)**

*Zale Corp | Retail Jeweler*  
September 2010 – November 2011 | Irving, TX

- Primary responsibility was to manage and lead the web design project for the E-Commerce division
- As the lead for that project, I wrote and reviewed requirements and created UI design comps for the project developers.
- Responsible for A/B testing, coding functionality and quality control for e-commerce web stores and online marketing vehicles.
- Review weekly with the executive team and merchants the upcoming email and homepage schedules and designs. Critique and examine for issues, errors and copy changes.
- Work closely with marketing to coordinate web and print campaigns. Part of the marketing review committees for upcoming brand collections and products, which include agency review.

	<ul style="list-style-type: none"> <li>● Work with Information Architect on future platform needs and transition plan.</li> <li>● Successfully helped launch the mobile site for Zales.com in 2011</li> </ul>
<b>Honors and Industry Awards</b>	<p>I provided creative direction and managed the teams who received the following awards:</p> <p>2021 IMA Best in Class Design (Professional) for <a href="#">Xcel Office Solutions</a></p> <p>2021 IMA Best in Class Design (Charity) and (Utility) for <a href="#">OK Coop</a></p> <p>2017 Addy Award Winner for <a href="#">OK Humane</a></p> <p>2016 Addy Award Winner for <a href="#">Oklahoma City National Memorial</a></p> <p>2016 Addy Award Winner for Respite Care of San Antonio</p> <p>2015 IMA Best in Class Design (Charity) for Respite Care of San Antonio</p> <p>2014 Silver Addy Award for OKC National Memorial Marathon</p>
<b>Education &amp; Certifications</b>	<p>Bachelor of Science – Computer Forensics 2007</p> <p>Social Media Marketing Certification 2017</p> <p>Inbound Marketing 2019</p>
<b>Work Samples (circa 2020)</b>	<p><a href="#">Print piece</a> – provided creative direction and strategy</p> <p><a href="#">Bottle Hangtag</a> – provided creative direction and strategy</p> <p><a href="#">Bottle Label</a> – provided creative direction and strategy</p> <p><a href="#">Press Release Sample</a></p> <p><a href="#">Blog Sample</a></p> <p><a href="#">Digital Portfolio of Design Projects</a></p>