

# ADAM PATARINO

## ABOUT ME

I get excited when someone says, "Here. Solve this." Because to me, a new challenge is a perfect thing. It allows me to think differently about old problems, creatively about new ones, and build great relationships along the way with teammates and clients. That's the kind of hard work that will define my career.

## EDUCATION

**Indiana University, May 2012**  
Kelley School of Business  
Bloomington, IN

**Degree:**

Bachelor of Science in  
Business Honors (1 of 150)

Entrepreneurship &  
Corporate Innovation

GPA 3.5/4.0

## CONTACT

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## WORK EXPERIENCE

**Tribeswell - Operations Coordinator** July 2011 to Now

- Worked with team of three in the design, development, and launch of more than 25 client websites. Took charge of design concept and execution using Wordpress, HTML5, and CSS3. Managed support team for content creation, complex programming features, and advanced logo design.
- Worked closely with clients to establish needs and develop solutions. In one instance, I worked with a local bar to develop a reactive ecommerce website to sell promotional products. Their traffic went from a few hits a week to as high as 4,500 and they've sold over \$10,000 in product in just under six months.  
<http://kilroyskok.com>
- Experienced in fusing financial and strategic goals with creative marketing concepts. One application involved filming monthly marketing videos for Tribeswell and spreading them over social media to establish awareness, branding, and education among potential clients. Each video resulted in an average of three additional leads per months.  
<http://www.tribeswell.com/category/video-posts/>
- Managed, organized, and coordinated all projects including establishing timetables, assigning team members to tasks, tracking and analyzing hours spent, and ensuring results met client expectations and company standards.

**Lennie's - Server & Bartender** 2009 to 2013

- Balanced fifteen or more hours per week while attending school full time in order to support myself financially.
- Held five different positions in the company including host, server, bartender, expediter, and cook, contributing a variety of skills including time management, communication, team work, and food management.
- Worked closely with the General Manager redesigning administrative spreadsheets to eliminate eight hours of data entry per week. Additionally provided assistance reworking employee payroll to reflect new state law requirements.

**US Customs & Border Protection - Intern** 2009

- Analyzed and assessed excel databases merging over 150 files using lookup formulas.
- Contributed to a presentation to establish an efficiency team at Customs with the task of finding more efficient means of operation including the adoption and use of technology, more effective communication methods, and task guidelines.

## SKILLS

### Web Design - HTML, CSS, PHP, jQuery 2+years

#### What

- Over two years of experience with HTML and CSS for the design and development of websites. Currently learning PHP and Javascript (jQuery) to enhance design features of projects.

#### How

Built more than 25 websites for clients at Tribeswell leveraging design skills, problem solving, and creative thinking.

### Business Innovation - Entrepreneurship 2+years

- The Honors Entrepreneurship program at the Kelley School of Business teaches strategies to demystify innovation and identify procedures designed to find creative answers to complex problems

Managed the development of a web app for a tow truck company that allows users to find their car and rendered fees. The app needed to handle dynamic situations and maintain excellent usability. <http://Towzone.info>

- Studied principles of marketing including customer profiling and identification in order to create effective marketing messages.

Crafted a user profile and content strategy to foster more social media interaction for a new bridal boutique <http://mariegabrielcouture.com>

- Educated in the accounting process and experienced in analyzing financial reports to make business decisions.

Contributed to financial budget planning for growth as a function of growing costs and returns on marketing strategies at Tribeswell.

### Business Planning - Kelley Honors I-Core 1 year

- Developed original innovative concepts for three fictional businesses over my four years of business school and wrote 50-page reports outlining the requirements for success.

Forecasting challenges, we imagined creative solutions by coalescing differentiators, technology, and marketing to address and overcome potential pitfalls and threats in the market.

### Technical Skills & Proficiencies

Photoshop, Photography, Video, Cinematography, Adobe Premiere, Final Cut Pro, HTML5, CSS3, jQuery, PHP, Web Font Kits, Google Analytics, Mailchimp, Wordpress, Hostgator, GoDaddy, MS Office, Advanced MS Excel, Guitar, iLife.

“If you want to achieve excellence, you can get there today. As of this second, quit doing less-than-excellent work.”

-Thomas J. Watson

## REFERENCES

### Patricia Krahnke

Client of Tribeswell  
Global College Search

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### Bill Brown

Department Director  
Customs and Border Protection

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### Chase Martin

Web Developer  
Former Tribeswell Coworker

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### Mike Fox

General Manager  
Lennie's

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## RECOMMENDATION

“I've worked with web designers for years. When it comes to creative marketing concepts integrated with sophisticated design, Adam went well beyond anything we've experienced before. “

-Patricia Krahnke  
Former Client