

PATRICK COSSON

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Summary

Results-oriented Marketing & Sales leader with track record in delivering bottom-line results for both established and startup companies. Extensive senior-level experience in B2B & consumer marketing in Europe, Asia, and the Americas. Demonstrated success across technology- and consumer-driven industries. Superior analytic skills combined with natural creativity. Able to drive growth and profitability by building strong teams, proactively identifying opportunities, communicating a compelling vision, aligning strategies and tactics, and forging productive relationships across functions and the organization.

Specialties:

- Corporate & Product Positioning - Segmentation & Targeting
- Go to Market Strategy
- Strategic Planning
- Consumer & Search Behavior Analysis
- Search Engine Optimization; local, global, on-page, link building
- Search Engine Marketing – Google AdWords
- Management & Analytics reporting – Google Analytics & Search Console
- E-commerce & Channel management
- Product management
- Media Relations
- Marketing Communications – Packaging & Print Advertising, Media Planning
- Fluent in English and French with formal training in Spanish and Portuguese.

Experience

High Seas Consulting | San Francisco Bay Area

Digital Marketing Consultant | 2014 to present

Digital strategy & SEO/SEM consulting for a design agency to businesses in the US and Europe in a variety of industries.

- Conducted search behavior analysis to understand how people look for information
- Selected keyword phrases by looking at the total search experience
- Analyzed the semantic context around keywords to guide content strategy
- Improved online visibility of a website by targeting different kinds of searches, including image search, video search, and industry-specific vertical search engines
- Improved local search engine optimization by optimizing a business' local online presence
- Improved international searches by implementing multilingual SEO protocols.
- Clients include leaders in Web services, SaaS, Online retail (online id verification, fashion, mattress in a box, sports products, cosmetics), Hospitality (vacation rental, tourism board), Insurance, Antique dealers & interior design, Non-profits (community gardens, health services, political campaigns)

Cap de Bouéou Vacation Rental | Gascony, France

Owner | 2012 to Present

Converted a 17th century farmhouse in the south of France into a vacation rental.

- Developed a trilingual multi-platform digital presence
- Ranked first on Google France among regional rental properties
- Collaborated with local tourism offices and organic farms to offer a complete holiday experience

OnLive | Mountain View CA

Product & Marketing Consultant | 2013 to 2014

Led strategic initiative to enter the massively multiplayer online game marketplace (MMO) by partnering with Linden Lab's to launch a mobile version of Second Life, the largest online virtual world

- Led business negotiations; promotional support, branding, and general business terms
- Drove product teams to maximize opportunity by advocating for advanced features on all mobile operating systems and early entry into Europe

Veebeam Corp. | Burlingame CA

VP, Marketing & Sales | 2009 –2011

Directed marketing and online sales activities for a start-up focused on delivering PC content to TV using Wireless USB technology

GlideTV

VP, Sales & Marketing | 2008 to 2009

Directed marketing and sales activities for a pre-launch start-up focused on improving Internet navigation through Home Theater PCs (HTPC)

VUDU | Sunnyvale Ca

VP, Marketing | 2006 –2008

Directed all marketing activities for leading provider of Internet-delivered video entertainment to consumers' HDTVs and Home Theaters. Through relationships with every major US movie studio and more than 50 independent distributors, VUDU offers a vast array of on-demand choices at the highest video quality. Wal-Mart acquired the company in 2009 for over \$100 million.

SLIM DEVICES | Mountain View CA

VP, Sales & Marketing | 2003 to 2006

Led marketing and sales for emerging music technology company built on open source software and proprietary hardware. Manage 50% of the organization: marketing, inside sales, purchasing, logistics, and manufacturing. Logitech acquired the company in 2006.

AOL MUSIC | San Francisco CA

Director, Product Marketing | 2000 to 2001

Developed short- and long-term product strategy for AOL Music. Managed marketing, market research, promotion, and new product development for Winamp, the leading MP3 music player (at the time), and Spinner, the leading online radio (at the time).

Creative Labs, Inc. | Milpitas CA

Director, Marketing Communications | 1997 to 2000

Managed internal advertising agency covering creative development, merchandising design, media buying, and market research for a Singapore-based computer peripherals manufacturer.

Education

M.B.A. | Kellogg School of Management, Northwestern University

Marketing & Economics | 1991

B.S. | University of Cincinnati

Chemical Engineering | 1985