

## CONTACT

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## SUMMARY

Goal-driven leader with experience in and a passion community development. Specializes in innovative concepts and ideas, effective branding, promotions, and event management with a strong history of community involvement and fundraising success.

## SKILLS

Adobe Illustrator ●●●●●  
Adobe InDesign ●●●●●  
Mailchimp ●●●●○  
Wordpress ●●●●○  
Quickbooks ●●●○○

## HONORS

### 2020 ISHY AWARD

Recognized by the Intl Sports Heritage Association for excellence in graphic design of Hall of Fame Induction Program and supporting materials

### 2018, 2019, 2020, 2021, 2022, & 2023

#### CHAIRMAN'S COUNCIL

For volunteer service to the Greater Jackson Chamber Partnership

### 2018 VISIT JACKSON HOMETOWN HERO

Travel & Tourism award for contributions to the industry above and beyond usual job duties

# ANDREA PATTERSON

STRATEGIC MARKETER · BRAND BUILDER · EVENT CURATOR

## PROFESSIONAL EXPERIENCE

### MISSISSIPPI SPORTS HALL OF FAME & MUSEUM

Jackson, Mississippi

**CHIEF OPERATING OFFICER** (Sept 2024–Present)

**SENIOR DIRECTOR OF COMMUNITY RELATIONS & MARKETING** (Dec 2019–Sept 2024)

**MARKETING DIRECTOR** (Nov 2013–Dec 2019)

- Plan, manage, and execute ten annual fundraising events, including serving as Race Director for Mississippi's largest 5K, the Annual Watermelon Classic, which attracts over 1,000 runners each year, and overseeing the Museum's largest fundraiser, the Hall of Fame Induction Weekend.
- Develop and implement the annual marketing budget and advertising plan, handling all phases from media placement and graphic design to managing advertising grant applications and reporting.
- Lead marketing efforts by updating the company website, creating quarterly newsletters, designing and sending e-blast communications, maintaining brand consistency, and managing partnerships on social media platforms.

## COMMUNITY INVOLVEMENT

- Founding member of the LeFleur Museum District tasked with creating Mississippi's first museum district which focuses on cohesive branding, joint-ticketing, and innovative cross-promotions for its four member institutions. The District also produces the award-winning annual Mississippi Science Festival
- Through the Metro Jackson Attractions Association, worked to fund, design, and implement the Metro JXN Passport Program, a city-wide tourism promotion with thirty member organizations including restaurants, attractions, hotels, and destination marketing organizations
- Active in positions of leadership in a variety of community organizations including:
  - LeFleur Museum District Board  
2014–Present (Treasurer, Past President)
  - Greater Jackson Chamber Ambassador  
2015–Present
  - Metro Jackson Attractions Association  
2016–Present (Treasurer, Marketing Chair, Past President)
  - LeFleur East Foundation Board of Directors  
2018–2021
  - Regional Trails and Museum Trail Committee  
2018–2020
  - Visit Jackson Marketing Advisory Committee  
2019–2021

PREVIOUS WORK EXPERIENCE AVAILABLE ON [LINKEDIN PROFILE](#) OR BY REQUEST

## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION

University of Mississippi, 2012

EMPHASIS ON MARKETING AND BUSINESS MANAGEMENT



[LinkedIn.com/in/andrapatterson20](https://www.linkedin.com/in/andrapatterson20)