

Charles C. Patton

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OBJECTIVE

Young professional, with great work ethic, seeking opportunities to learn, contribute and add value to projects that make significant impact to client, business, and world.

EDUCATION

South Carolina State University (HBCU), August 2017 – May 2020 (Presidential Scholar) Orangeburg, SC
Bachelor of Science in Physics: Cum Laude (Advanced Honors Curriculum)

Morehouse College (HBCU), August 2016 – May 2017 (Oprah Scholar) Atlanta, GA
Dual Degree Engineering: Applied Physics | Biomedical Engineering

TECHNICAL SKILLS AND OTHER PROFICIENCIES

Certified Salesforce Administrator, December 2021

Microsoft Office Suite • Microsoft Power BI • Azure • Product/Program Management • Operations & Data Analysis • Market Research • Data Management • Cloud-based development • Presentation delivery • Project engagement & collaboration • Relationship building/Influential Team Lead • Passionate about result-driven outcomes • Strategic thinker • Executive Presence Creative/Innovative • Data driven

OTHER ACTIVITIES, HONORS & AWARDS

- Founder/President of SCSU Safe Space LGBTQIA+ Org
- Creator Book Club/Org: "Readin' & Ragin' w/ Charles C Patton"
- CNN/NPR/NBC Contributor (Black Voters in America – Mayor Pete)
- Helped Organize Seattle Chapter of "Black Girls Code"
- President SCSU Emily E. Clyburn Honors College
- Speaker HRC Virtual Graduation 2020
- Oprah Winfrey New Generation Scholar
- Poet Microsoft Corp. Intern Ceremony "Nye22"

WORK EXPERIENCE

Salesforce

Atlanta, GA (Remote)

October 2021 to present

Success Guide (Product Consultant)

Responsible for helping to grow customers' value and improve adoption at scale.

- Engage with customers across all account segments, delivering 1: many programs and 1:1 guidance.
- Lead the success of all tier 3 customers from a pooled model.
- With the support of AI and automation, provide the right recommendation at the right time, enabling customer value realization at scale.

JC3 Studios

Columbia, SC

September 2020 to present

Creative Director | Web Developer

Set up websites and developed web pages for small businesses and personal brands.

- Created cloud-based web pages and websites using HTML5 for customizing forms, graphics, animations, including mobile editing capability and responsive pages.
- Use of CSS and JavaScript using template APIs to develop page objects, support of elements, buttons and event handling.
- Development included customization using code editor and eCommerce capabilities.
- Created independent projects for a variety of clients and brands providing web analytics capabilities to provide services and usage data from website traffic; able to extrapolate data from both web analytics and monitoring to make decisions and increase competitiveness in the market.

Microsoft

Seattle, WA

Intern/Senior Intern – 2018, 2019, 2020

Bing Ads Marketplace & Serving Program Manager Intern (Data PM) 2020

Led the delivery of the Bing Ads project's data visualization feature, including technology support from ten (10) business analysts, developers and account managers, in development and implementation of an Opportunity Dashboard designed to increase the bottom line of 3rd Party Publishers.

- Drove delivery and full life cycle development from project inception to implementation and sustainability to include ideation, planning, design/solutioning, coding, testing and delivery, including participation with multiple interfaces and integrations.
- Planned, executed, and finalized project according to strict deadlines, delivering project & features on time within budget; demonstrated ability to handle competing priorities and multiple tasks.
- Able to organize and manage a difficult environment with thorough planning and preparation activities, working with leaders and partnering teams, and identifying key tasks, activities and deliverables while tracking risks and dependencies.
- Responsible for designing key features including centralized data visualization (Excel and Power BI) and optimization functionality that reduced the wait time spent for collection of data from in-house data clusters (Cosmos and Agora---from months to days) by automating new data, parsed into visualization database with "rolling two days" (RL2D).
- Performed market research using various online marketing tools, as well as interactions with Account Managers, Software Engineers, and other Program Managers to get a clear understanding of the advertising market, platforms, data structures, and business implications.

System Servicing Engineering (SSE) Data & Applied Data Science Program Manager Intern (I) 2019

Responsible for leading a global Microsoft (MS) data analytics initiative and engineering design for Microsoft's senior leadership scorecard and scorecard metrics, including full product lifecycle development from planning through design and specifications to development and delivery.

- Management and oversight for feature development tasks, activities, and deliverables, driving key analytics, large-scale delivery with a global team of over 50 software engineers, developers, and data analysts.
- Led design solutioning for a Tier 2 Scorecard from end-to-end that evaluated metrics to provide the MS senior leadership team with representative data and data analytics used to provide information on how to improve company performance.
- Developed various data models based on market research and information collected on key performance metrics.
- Met and partnered with various leaders from four (4) global divisions within the organization from Marketing and Technology to Human Resources and the Applied Data Science Office.
- Able to streamline data and analytical design through collaborative design and discovery strategies with end leaders and developers as well as cross-functional teams.
- Developed key relationships and network that helped to facilitate and result in a return to Microsoft in a larger Program Manager role and project.
- Selected to lead the Microsoft advocacy and support group for standing up the Seattle Chapter of Black Girls Who Code

Azure IoT Explorer Intern: Connected Car (I) 2018

Worked as a Program Manager with a ***select*** team of three (3), dedicated to developing, executing, and implementing a critical, "need-to-know", project for the *Connected Car* program.

- Led end-to-end delivery for the team working on special projects, and proprietary, web application that enables GPS tracking of devices.
- Performed market research to better understand Azure: Cloud Computing Services, to familiarize myself with the business impact with partners and determine the benefits and trade-offs shared with stakeholders.
- Selected across all intern pool as an official National Microsoft Ambassador.

REFERENCES AVAILABLE UPON REQUEST
