

G. PATRICK LAMB

AERO-CORDERO MARKETING

Las Cruces, NM 88005
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PROFESSIONAL EXPERIENCE

WELLS FARGO, Albuquerque, NM, 2000 – 2011, Vice President, Regional Marketing Manager, New Mexico-West Texas

FIRST SECURITY BANK, Las Cruces, NM, 1998 – 2000, Business Development Officer, Branch Manager, Marketing coordinator

FIRST NATIONAL BANK, Dona Ana County and Rio Grande Bancshares, Las Cruces, NM, 1981 – 1998, Vice President of Marketing and Sales, Community Development and Outreach Director.

UNITED PRESS INTERNATIONAL, 1967-1981, Albuquerque, Santa Fe, Cheyenne, Wyo., Bureau Chief and State Editor, New Mexico and Wyoming, Sales manager Western United States, State Capitol Correspondent, Santa Fe.

TELLURIDE TIMES, Telluride, CO, 1977-1980, editor and publisher, advertising manager.

ALBUQUERQUE JOURNAL, 1965-1967, reporter and photographer.

Part-time Experience

EFO Media, 2019-current, El Paso, contract advertising copy writer

Results Video, 2015, El Paso, contract video production assistant

Aero-Cordero, 2015-current, Las Cruces, multi-media productions and promotions, including hot air balloon operations

SKILLS

- Writing newspaper, radio, television and online advertising copy
- Producing newspaper, radio and television advertising
- Writing and producing marketing materials, brochures, signs, etc.
- Managing multi-million dollar marketing budgets
- Planning and executing marketing promotional programs for multi-state area
- Producing in-house promotional videos
- Large-scale community involvement, leadership and presentations
- Planning regional marketing campaigns
- Writing and distributing news releases
- Commercial hot air balloon pilot

EDUCATION AND PROFESSIONAL DEVELOPMENT

- **BA**, Journalism, Minor: Political Science, University of New Mexico, Albuquerque
- MBA program, one semester, New Mexico State University School of Business, Las Cruces, 1983
- MBA program, two semesters, University of New Mexico Anderson School of Management, Albuquerque, 1978
- School of Bank Marketing, Essentials of Bank Marketing, University of Colorado, Boulder, 1981-85
- Finance Fundamentals Course, CD Gems, San Francisco, 2004
- New Mexico Banker's Association, Marketing Chair 1988-90
- Bank Marketing Association Western Chapter President 1998
- Membership and leadership roles in wide range of community organizations (list available upon request)

References available on request