

Sean Fitzpatrick
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EXPERIENCE

Digital Strategist and Product Manager

May 2025– Current

Digital That Fitz, Tucson, AZ (www.digitalthatfitz.com)

- Provide freelance digital strategy and product management consulting for The Rockefeller University, The University of Arizona Poetry Center and the American Society of Anesthesiologists.

Wick Communications, 333 West Wilcox Drive, Suite 302, Sierra Vista, AZ 85635 (520) 458-0200
www.wickcommunications.com

Director of Philanthropy and Community Impact (11/24- 05/25), Digital Director (4/18- 10/24, 9/06- 2/08)

- Led newly-created initiative to secure newsroom funding through grant writing informed by measuring community impact of editorial initiatives.
- Proposed and organized a popular session on standardizing journalism impact measurements at the 2025 Lenfest Institute News Philanthropy Summit, and attended invite-only 2025 Knight Media Forum.
- Led a digital team in agile, product design best practices to implement marketing technology solutions and develop digital news products for a family-owned community media company with newsrooms in 10 states.
- Conceived and led the launch of NABUR (Neighborhood Alliance for Better Understanding and Respect), an innovative journalist-led community conversations platform, in April of 2020.
- Secured \$100K+ funding support from the Google News Initiative's inaugural North America Innovation Challenge in 2019 as one of 34 projects (out of 269 applicants). Funding launched and sustained NABUR and funded salaries for four journalist product managers in four communities for a year.
- NABUR won first-place awards for "Best Social Media & Engagement Strategy" and "Best Digital Audience Growth Strategy" in the Local Media Association's 2020 Digital Innovation Awards.
- Oversaw the team that executed a second successful \$100K+ Google News Initiative North America Innovation Challenge application in 2021 with Arizona State University's Cronkite School of Journalism.

Digital Strategist/Marketing Technologist (5/15- 3/18)

www.interfaceguru.com and www.drawbackwards.com

- Vice president of digital strategy for Interface Guru, a user experience design, usability testing and digital strategy consultancy firm in Tucson, with clients in science and technology (including the Mutual Concerns of Air and Space Museums, presenting at Smithsonian Air and Space Museum), media, academia (including Columbia University and the IEEE) and Fortune 500 firms.
- Senior strategist and UX consultant for Drawbackwards, a Phoenix agency with large clients such as GoDaddy, Choice Hotels, Blue Cross Blue Shield of Arizona and Republic Services.

KOLD News 13, 7831 N. Business Park Drive, Tucson, AZ 85743 (520) 744-1313
www.tucsonnewsnow.com

Director of Digital Media (11/13 - 4/15)

- Oversaw and developed all digital initiatives for Tucson News Now (the Web presence for KOLD 13 and KMSB 11), including website, apps, mobile, social media, and email.
- Won a 2015 Edward R. Murrow regional award for best website.

Canyon Ranch, 8600 E. Rockcliff Road, Tucson, AZ 85750 (520) 749-9000
www.canyonranch.com

Director of Interactive Marketing (05/11 - 11/13)

- Responsible for the management and strategic development of all digital initiatives for resorts in Tucson and Lenox (Mass.), a hotel and spa in Miami Beach, and spas in Las Vegas, The Homestead (Va.) and on three cruise lines, and led a team of three staff.
- Outcome of digital discovery process spanning four properties and involving 59 participants was a full information architecture and an actionable, strategy-focused request for proposal that expanded previous RFP document from four to 15 pages and saved the company at least \$50K in development expenses,

Interface Guru, 177 N. Church St., Suite 919, Tucson, AZ 85701 (520) 744-6911

www.interfaceguru.com

Senior Media Strategist (01/03 – 05/11)

- Consultant to media companies, Fortune 100 clients, museums and non-profit organizations on Web usability and user-centric design. Clients included Hearst Magazines, Crain Communications, Allured Business Media, Farm Journal Media, TV Guide, IEEE Computer Society, and Chicago's Shedd Aquarium.
- National speaker at Folio conference in New York and trade shows on Internet issues.

UA Science: Flandrau, 1601 E. University Blvd., Tucson, AZ 85721 (520) 621-STAR

www.flandrau.org

Digital Media and Marketing Director (03/08 - 05/11)

- Maintained and developed all digital and social media initiatives and project manager for \$130 million next-generation, digitally-centric science center development.

University of Arizona Athletics Department, 1 National Championship Drive, Tucson, AZ 85721 (520) 626-9966

www.arizonaathletics.com

Support Systems Analyst, Web Coordinator (11/04 – 08/06)

- Oversaw the development and maintenance of the Arizona Athletics Department's official web site.

Voices: Community Stories Past and Present, 48 E. Pennington St., Tucson, AZ 85701 (520) 622-7458

Project Director (09/02 – 06/04)

- Provided direction and fundraising for after-school magazine program that provided professional mentoring relationships with low-income, at-risk youth to teach writing, interviewing and photography.

MySanAntonio.com, 420 Broadway, San Antonio, TX 78205 (210) 227-4210

Content and Creative Director (11/00 – 05/02)

- Managed and oversaw development and maintenance of MySanAntonio.com, the web site for the San Antonio Express-News (Hearst Corporation) and KENS 5 television (Belo).

The Arizona Republic, 200 E. Van Buren Street, Phoenix, AZ 85004 (602) 444-8000

www.arizonarepublic.com/www.azcentral.com

Digital Media Senior Producer (4/00 – 11/00)

- Oversaw development of the online edition of The Arizona Republic, a Gannett newspaper.
- Managed a staff of 12 editors, writers, producers and designers (including Experience Architects).

The Arizona Daily Star, 4850 S. Park Avenue, Tucson, AZ 85714 (520) 573-4400

www.azstarnet.com

StarNet Editor (6/95 – 4/00)

- One of the founders of StarNet, The Arizona Daily Star newspaper's online presence for (then) Pulitzer corporation. StarNet was one of the first 10 newspaper sites on the Web.