

Pat • Grossmann

Digital consultant

Digital services for
global and public health
NGOs



Hi, my name's Pat.

Nice to meet you!

I'm a freelance digital marketer, web developer and digital communications expert passionate about global health and development. I have over 12 years of experience working in digital marketing and web development, with over 9 years' experience working for NGOs. I currently live in Geneva, Switzerland, where I work with non-profit organizations in Europe, Africa and Australia.

You can find out more about me and my work at
www.patgrossmann.com



“ I deliver high quality digital marketing solutions for organizations with a purpose. ”



My experience.

With extensive experience in both digital marketing and public health, my skills are uniquely tuned towards providing high quality digital solutions for small to medium-sized NGOs working in global or public health.

12+

years in digital marketing
& web development

9+

years working with
public health NGOs

6+

years in global health
& development

MPH

hold a masters in Public
Health from LSHTM





Scope of services.

By applying over 12 years of technical experience in digital marketing and web development, I can deliver tailor-made digital services to increase awareness of your organization and its mission.



Website design and development

- ✓ Design and development
- ✓ WordPress and Drupal integrations
- ✓ Search engine optimization
- ✓ Website maintenance and management
- ✓ Website hosting and server configuration



Social media marketing

- ✓ Social media strategy
- ✓ Content management and creation
- ✓ Social media graphic design
- ✓ Advanced social media analytics
- ✓ Live social media coverage



Email marketing

- ✓ Email branding and design
- ✓ Email list management
- ✓ Signup form website integration
- ✓ Email marketing automation



Digital advertising

- ✓ Google Ad Grant integration
- ✓ Social media advertising
- ✓ Paid search advertising
- ✓ Ad content creation



Digital analytics and reporting

- ✓ Google analytics optimization
- ✓ Analytics dashboard creation
- ✓ Reporting automation
- ✓ Business intelligence reporting



Digital design and branding

- ✓ Social media graphics and ads
- ✓ Corporate logos and branding
- ✓ Website imagery and banners
- ✓ Print collateral
- ✓ Email branding and graphics



After examples?

Sample mockups of digital marketing collateral, as well as website design mockups, can be delivered on request within 48 hours' notice.



Contact me.

Have some questions? Feel free to reach out to me at any time.
I look forward to hearing from you!



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