



MATT SCOTT

DIRECTOR OF MARKETING & DIGITAL ENABLEMENT

ABOUT ME

I'm a dedicated **Inbound Director of Marketing** (Jedi Master, really). I specialize in utilizing **Hubspot** as my CRM and CMS. By harnessing in-depth experience across multiple industries (Government, Telecom, Aviation and Consumer Data), I bring a unique hands-on perspective, along with strong creative, analytical, and leadership skills. I'm driven by creativity and dedication, both of which are my Jedi Master powers! With a very detail-oriented work ethic, and a solid base of creative, analytical, organizational and management skills, I live by the motto "Do, or do not. There is no try!"

EXPERIENCE

Birchwood Credit Services

2021 - present

Responsible for building an Inbound marketing department from the ground up. Sourced content creators to delight prospects and customers with engaging value-add content. Pioneered lead generation initiatives by sourcing marketing channel advertising to generate warm leads for sales. Led all branding initiatives and advertising initiatives to spread awareness across the United States. Led the selection, implementation, and management of the CRM for the Sales department.

Positions held: Director of Marketing & Digital Enablement

Data Facts

2016 - 2021

Drove marketing success by developing and implementing marketing strategy for four national business units. Increased marketing ROI by 139% in 2019 and was responsible for generating a 66% increase in billed business revenue over two years. Additionally, I secured national recognition in the industry's premier ranking of background screening firms (HRO Today's Baker's Dozen) as the top mid-sized background screening firm in the nation. Also, I secured our position as a Top Workplace in Memphis by the Commercial Appeal magazine.

Positions held: Director of Marketing, Marketing Manager, Marketing Specialist & Graphic Designer

Universal Asset Management

2013 - 2016

Managed all marketing functions and budgets. Responsible for integrated marketing across all global channels both internally and externally. Planned, organized, and developed all tradeshows and events company-wide.

Positions held: Marketing Manager

Aerospace Products Int'l

2010 - 2013

Managed all marketing functions. Developed and designed all promotional campaigns. Developed and distributed all press releases and communications both internally and externally. Designer and editor of monthly employee newsletter.

Positions held: Marketing Coordinator

TOP SKILLS

Marketing Leadership	<div></div>	99%
HubSpot CRM & CMS	<div></div>	95%
Lead Generation	<div></div>	99%
Marketing Analytics	<div></div>	85%
Marketing Strategy	<div></div>	95%
Graphic Design	<div></div>	85%

Additional skills: Social Media Marketing, B2B Marketing, Advertising, Lead Generation, Tradeshows, Budgets, Project Management, Product Marketing, Microsoft Office, Adobe Creative Suite, Contract Negotiation, Teambuilding, Training & Development, Marketing Automation, and Inbound Marketing.

EDUCATION

Belhaven University

Bachelor of Business Administration

Summa Cum Laude, GPA 3.975

Phi Beta Lambda National Honors Society

REFERENCES

Lisa May, Data Facts
Executive Vice President
(901) 848-0398

Larry Avery, Birchwood Credit Services
CEO
(603) 785-4625

Susan McCullah, Data Facts
Marketing Project Manager
(865) 567-1095

CONTACT ME

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