



Matt Scott
Marketing Executive

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About Me

Matt Scott is a seasoned marketing Jedi with over **two decades** of marketing experience, weaving success stories across diverse industries. From Government to Telecom, Aviation, and Consumer Data, Matt has left an indelible mark in every arena he's entered.

As the **Director of Marketing & Digital Enablement** at Birchwood Credit Services, Matt pioneered a high-performing Inbound marketing department, propelling lead generation by an astounding 316%, expanding social media reach by 239%, and boosting Marketing Qualified Leads by 187%. In just 11 months, he orchestrated the impact of over \$2 million in closed billing.

Prior to Birchwood, Matt was the **Director of Marketing** at Data Facts, a women-owned enterprise specializing in background screening solutions. His strategic prowess skyrocketed marketing ROI by 139%, increased inbound leads by an astonishing 633%, and secured national recognition as the top mid-sized background screening firm in the nation.

Matt specializes in **Inbound Marketing** and **Lead Generation** with a focus in Graphic Design and Marketing Operations. For over 10 years, Matt has used HubSpot to create highly-effective marketing campaigns that have driven real revenue.

Beyond the office, Matt's personal interests shine just as brightly. A travel enthusiast, he finds inspiration in exploring new destinations, bringing a worldly perspective to his strategic mindset. A Star Wars aficionado, Matt infuses creativity and a touch of the Force into his marketing strategies. His rescue dog Manny is a companion and source of joy and motivation.

Matt Scott, a marketing expert, seamlessly blends professional excellence with personal passion, creating success across industries and a life well-lived outside the office.

Education

Matt graduated [Summa Cum Laude](#) with a [Bachelor of Business Administration](#) degree from Belhaven University. He was also inducted into the Phi Beta Lambda National Business Honors Society.

Experience

8+ years in the [Consumer Data](#) industry
(Background Screening and Mortgage Lending)

6+ years in the [Aviation](#) industry

6+ years in the [Telecom](#) industry

2+ years in the [Government](#) industry

Marketing Positions held: Director of Marketing & Digital Enablement, Director of Marketing, Marketing Manager, Digital Marketing Specialist & Graphic Designer and Marketing Coordinator.

Skills

Adobe Creative Suite, [B2B Marketing](#), Brand Awareness, CMS, CRM, [Demand Generation](#), [Digital Marketing](#), Email Marketing, Event [Marketing Strategy](#), [Graphic Design](#), [HubSpot Certified](#), [Inbound Marketing](#), Leadership, Marketing Communications, Marketing Leadership, [Marketing Management](#), PR, [Product Marketing](#), Social Media Marketing, Software as a Service (SaaS), [Strategic Marketing](#), Team Building



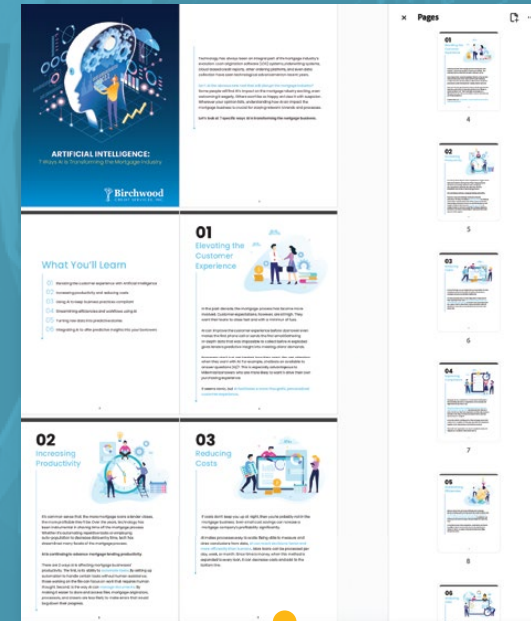
Marketing Automation & Lead Generation

Ideation & Content Development

Project brief: Birchwood Credit Services markets their services to mortgage lenders trying to attract more borrowers to apply for home loans. To inform clients and prospects of new AI tools available to them, Birchwood wanted to be at the forefront of knowledge dissemination, making them a trusted educational partner for their customers and prospects. From ideation and design, to marketing automation deployment, I handled every aspect of this eBook creation process.

Goal: Increase MQL's and Increase Brand Awareness.

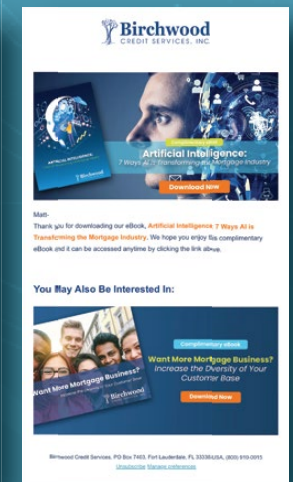
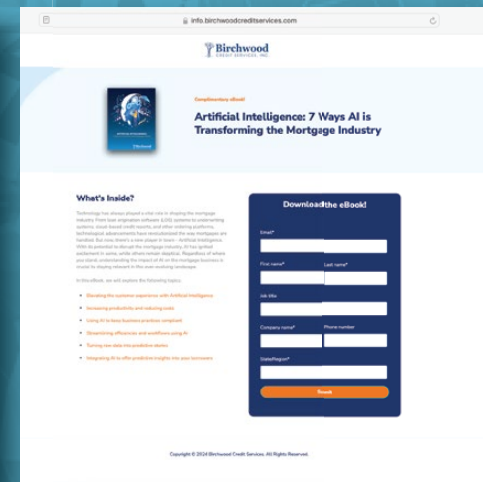
Results: Realized a 45% increase in MQL's, resulting in new lead generation opportunities for the Sales department.



CTA

Landing Page

Automation





Project brief: Birchwood Credit Services wanted to be an educational partner to their buyer personas. I developed several value-add campaigns to educate customer and prospects on upcoming industry trends, and unique ways they could target more borrowers to apply for loans. For each of these pieces of value-add, a complete marketing strategy was developed and implemented from the ideation stage to the automation and advertising stage.

From Ideation to Proven Results!

Date range: All time				
PAGE	VIEWS	TOTAL SUBMISSIONS	NEW CONTACTS	PAGE VIEW TO SUBMISSION RATE
<input type="checkbox"/> eBook - 2023 Credit Score Changes What They Are and How They Will Affect Your Borrowers - Rob Chrisman https://info.birchwoodcreditservices...	703	224	194	31.86%
<input type="checkbox"/> Understanding and Maximizing Consumer Credit Scores https://info.birchwoodcreditservices...	363	134	22	36.91%
<input type="checkbox"/> eBook - Rob Chrisman - 12 Ways to Help Your Borrowers Get the Home and Mortgage of Their Dreams https://info.birchwoodcreditservices...	206	91	66	44.17%
<input type="checkbox"/> eBook Social Media Marketing Rob Chrisman https://info.birchwoodcreditservices...	213	72	64	33.8%
<input type="checkbox"/> eBook - 6 Ways Mortgage Pros Can Fuel Their Pipelines- Rob Chrisman https://info.birchwoodcreditservices...	190	70	58	36.84%
<input type="checkbox"/> eBook Rethinking Your Marketing Strategy Rob Chrisman https://info.birchwoodcreditservices...	148	52	41	35.14%
<input type="checkbox"/> eBook - 2023 Credit Score Changes What They Are and How They Will Affect Your Borrowers https://info.birchwoodcreditservices...	100	49	9	4.9%
<input type="checkbox"/> eBook - Rob Chrisman - The Ultimate Credit Scoring Playbook for Millennials and Gen Z https://info.birchwoodcreditservices...	106	48	35	45.28%
<input type="checkbox"/> eBook - Rob Chrisman - 7 Ways AI is Transforming the Mortgage Industry https://info.birchwoodcreditservices...	1,211	40	32	3.3%
<input type="checkbox"/> eBook Adapting Your Sales Strategy to a New Era of Homebuying Rob Chrisman https://info.birchwoodcreditservices...	61	34	26	55.74%
Report Total	5,442	1,258	649	23.12%

MEET GREGG MCCLAIN



Meet Gregg

As stated my name is Gregg McClain and I am the lead designer and founder of Gregg McClain Interior Design. I have always had a passion for design and pursued my education in Architectural Engineering from Pennsylvania State University. I bring over 10 years of superior functional design experience ranging from small, one room projects, to full custom house and business remodel projects.

[Read More](#)



My Design Philosophy

I believe that architectural structures, small or large, are living, breathing entities impacting our everyday lives. They have stories and histories as do the people and hands that create them. The same can be said for the spaces in which we live. These spaces are an extension of us and should represent an integrated part of our lifestyles.

[Read More](#)



The Process

Our collaborative approach to design, working closely with our clients to ensure that every detail is just right. From the initial consultation to the final installation, we are there every step of the way to ensure a seamless and stress-free experience.



Project brief: The Dainty Warrior Project is a non-profit charitable organization supporting families confronted with pediatric cancer. Ania, the Dainty Warrior, was diagnosed with retinoblastoma, a rare eye cancer, beginning when she was 3 1/2 years. During this time, Ania's mother Erica Moriarty began chronicling Ania's fight with cancer through a blog titled "Dainty Warrior." Erica partnered with me to design a customized logo that was representative of the wings that Ania wore and would send to other children suffering from the same diagnosis. The wings of the logo were purposefully shaped into hearts. I also created a brochure that helped Erica and Ania build the organization, spread awareness, and raise funds to fight this disease and support those suffering with it.





Project brief: The Air Race Classic is a nonprofit 501(c)(3) organization dedicated to encouraging and educating current and future women pilots. The organization organizes an annual cross-country air race for women only. They were struggling to connect to a younger audience while maintaining their rich legacy. I was engaged to come up with a new marketing campaign and strategy to help the organization reach a new generation of women pilots and aviation enthusiasts, and develop a marketing packet that could be used to acquire sponsorships for the race. This design is a customized folder that has a cover die-cut into the shape of an airplane tail. The image on the front is used to attract a younger audience, while the inside delves into the rich history of this organization. I developed the campaign “Honoring the Tradition. Launching the Future” to use across their marketing channels to not only boost awareness of the brand, but to foster interest from diverse audiences and sponsors.





Project brief: Aviation Afterlife was a division of Universal Asset Management, an aircraft disassembly and asset management company located in Memphis, Tennessee. The company is a unique one that purchases aging commercial airplanes, and disassembles them down to their individual components and then resells those parts to airlines to service their fleets. The company had a huge environmental sustainability goal, and Aviation Afterlife was developed to aid in meeting that goal. This unique division of the company took the airplane parts that were not serviceable or usable and turned them into furniture and pieces of art.

The idea for this logo stemmed from the Phoenix bird. A mythical creature that bursts into flames at the end of its life, and is reborn out of the ashes. This was very symbolic with what we were trying to achieve with this new division. And so this logo was born.

Paula Armstrong

INTERIOR DESIGN

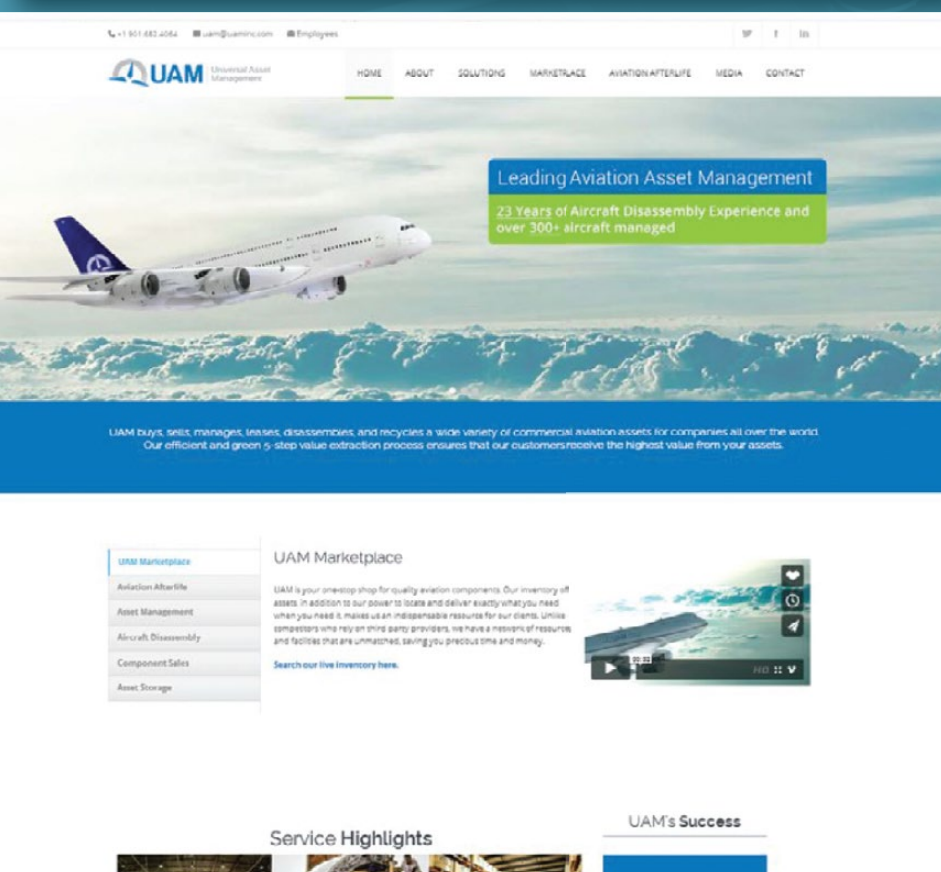
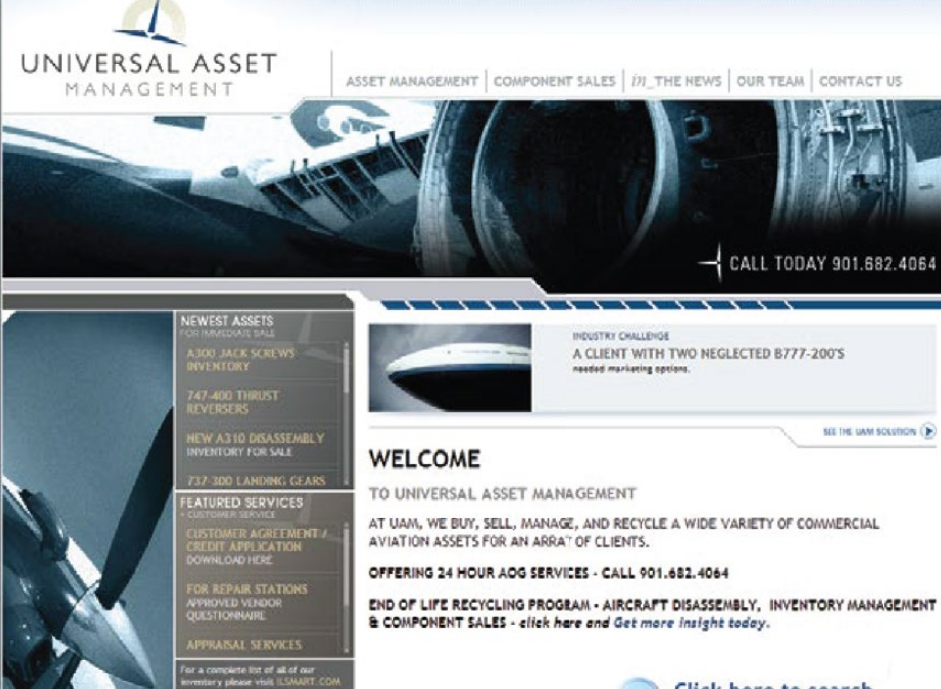


Your Space. Reimagined.

Paula Armstrong is an expert at using interesting colors, shapes, and patterns to create gorgeously designed spaces that offer both comfort and style. She brings her passion for clean fresh lines, beautiful fabrics and textures, and a love of herringbone and herringbone to every space she designs. In her condo, Paula

- Home Staging
- Personal Design
- Space Planning
- Fixer Upper Home Design
- Commercial Office Design

Project brief: Paula Armstrong is an interior designer based out of Chattanooga, Tennessee. She hired me to develop a brand image for her interior design business. She had no online presence, logo, or marketing literature and was relying on word of mouth for her business. I worked with Paula to incorporate images of her design projects, developed a color pallet that she identified with, and designed a new logo for her, as well as new marketing literature.



Project brief: Universal Asset Management changed ownership, and began offering a diverse set of solutions that far exceeded only asset management. I helped re-brand the company to UAM and managed the website redesign project. The goal was to create a cohesive, modern website that highlighted their entire service portfolio and that was mobile-friendly. The top picture is the before, and the bottom picture is the after.

Additionally, new marketing literature for their aircraft disassembly service was needed,



SMART, LUXURIOUS DESIGN

Unparalleled, personalized designs blending creativity and functionality

Gregg McLain Interior Designs

Let me know if you have any questions!

I have a question

No, thanks

MEET GREGG MCLAIN



Meet Gregg

Hi there! My name is Gregg McLain and I am the lead designer and founder of Gregg McLain Interior Designs. I have always had a passion for design and pursued my education in Architectural Engineering from Pennsylvania State University. I bring over 40 years of upscale, functional design experience ranging from small, one-room projects, to full custom house and business remodel projects.



My Design Philosophy

I believe that architectural structures, small or large, are living, breathing entities impacting our everyday lives. They have stories and histories as do the minds and hands that create them. The same can be said for the spaces in which we live. These spaces are an extension of us and should represent an integrated portal into our lifestyle.



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Project brief: Gregg McLain is an extremely talented Interior Architecture professional based out of Knoxville, Tennessee. Gregg approached me to help him build a portfolio website that he could use to attract business, and to outreach to potential employers. I built Gregg a fully functional, mobile-friendly portfolio website.

We're launching our shiny new
website soon.
(and you're the first to know!)













Project brief: Birchwood Credit Services needed a new website that was mobile-friendly, and inbound marketing optimized. I spearheaded the project from ideation and content, to project management and implementation.

The background of the slide features a large, semi-transparent blue gear on the left side, partially overlapping a blue spiral-bound notebook on the right. The notebook is open, showing a blank page.

Social Media Marketing

Project brief: Birchwood Credit Services needed a series of social media posts to promote their value-add content to increase brand awareness among its followers. In just under a year, Birchwood was ranking number one in new followers each month (see below) and the content helped drive traffic to their website, in turn creating lead generation opportunities for their sales team.

Follower metrics 📊			Ranked by new followers	
Page		Total followers	New followers	
1	 Birchwood Credit Services	1,873	130	
2	 Xactus	1,738	40	
3	 Factual Data	3,315	29	
4	 CIC Credit West	1,416	26	
5	 Informative Research	2,921	24	
6	 SettlementOne	1,576	20	
7	 Certified Credit	3,495	13	
8	 Advantage Credit, Inc.	1,194	8	
9	 United One	960	2	
10	 Credit Information Systems	155	1	





Project brief: Birchwood Credit Services wanted to promote consumer credit education to mortgage professionals so they could better serve their customers with purchasing their very first home. I created a credit education superhero series, featuring animated gifs to catch followers' attention. The series were linked to a free consumer credit education eBook so that leads could be generated to the sales team. In this month, we ended up ranking second in audience engagement across our competitors (see below).

Organic content metrics		Ranked by total engagements	
Page		Total engagements	Total posts
1	Xactus	543	15
2	Birchwood Credit Services	234	23
3	Factual Data	179	4
4	Advantage Credit, Inc.	139	23
5	Certified Credit	125	24
6	Informative Research	120	4
7	SettlementOne	105	8
8	United One	24	2
9	CIC Credit West	8	3
10	Credit Information Systems	0	0

Advertising

**GET IN
THE 901**
Memphis Businesses Supporting Memphis Businesses

From entertainment & local cuisine to major sports and tourist attractions, Memphis is one of the most culturally diverse cities in America. As a community that values family and respect, the call has been made for Memphis businesses to increase support of fellow local businesses. *We are in the 901. Are you?*

 **DATA FACTSSM**
Information You Trust



Project brief: Data Facts was the cover sponsor for HR Professionals Magazine. This marketing channel was highly effective because we partnered with the editor to host monthly continuing education webinars for HR Professionals. It generated a high number of inbound leads for our sales team, and we increased brand recognition in the actual print magazine. These ads were part of an ongoing campaign to spread brand awareness about Data Facts nationally.

Employment	100%
Drug Test	100%
Safe Driver	100%
To Work	100%
I-9 & E-Verify	100%
Reference A	100%
Reference B	100%
Reference C	100%

*Percent daily values are based on the perfect hire



Tradeshow & Event Management

Project brief: Aerospace Products International needed a new booth design to highlight their two sister companies, Aerospace Turbine Rotables and Piedmont Propulsion Systems. They also wanted to introduce a new e-Comm website launch for general aviation owners and operators. I managed all aspects of the booth build, contractor management, booth graphic design, and installation and dismantle. The budget for this booth was \$45,000.





Project brief: Data Facts needed a new booth that would have two configurations, a 10 x 10 and a 10 x 20 configuration (for two different divisions of the company) that could easily be shipped and installed by their sales team. They also needed something that would grab attendees' attention and entice them to stop at the booth. I designed a charging table that had charging cables for all types of mobile devices and managed the build out process for this booth, including creating the large-scale graphics, and the video production for the screens in the booth.

Project brief: Universal Asset Management needed a new, cost-effective booth that would showcase their new marketing campaign, “Reimagining the Aviation Industry” and introduce the acquisition of their new sister company, Aircraft Recycling International. I designed the graphics for the booth, as well as the videography for the booth.



HubSpot



SEMRUSH



DIGIDECK
BY SPORTSDIGITA



Google Analytics



facebook

zoom



mailchimp



LinkedIn



vimeo

bitly



Marketing
Tech Stack