

MATT SCOTT
Knoxville, Tennessee

mattscott1234@gmail.com
linkedin.com/in/mattbscott
(901) 921-5023

DIRECTOR OF MARKETING

Results-driven marketing leader with over 20 years of experience in demand generation, marketing strategy, and brand management. Proven track record includes a 316% increase in lead generation, 239% boost in social media reach, and a 187% increase in Marketing Qualified Leads. Impacted over \$2 million in closed billing in less than a year. Led marketing teams to success, experiencing a 139% increase in marketing ROI, 633% growth in inbound leads, and a 2,500% rise in View to Contact Rate for high-value content. Expertise spans Inbound Marketing, Demand Generation, Product Marketing, Marketing Operations, and Graphic Design. A dynamic professional with a passion for delivering exceptional results in the marketing landscape.

WORK EXPERIENCE

Director of Marketing & Digital Enablement · Remote
Birchwood Credit Services

Apr 2021 – Nov 2023

- Generated 316% increase in inbound leads by building a successful Inbound Marketing department from the ground up.
- Increased social media presence by 239% through strategic content creation and targeted advertising.
- Implemented marketing strategy that led to \$2MM in sales growth in just 11 months.
- Transformed MQLs by 187% by optimizing marketing channels and creating compelling content, leading to higher conversions and revenue.
- Spearheaded lead generation initiatives by sourcing marketing channel advertising to generate warm leads for sales.

Director of Marketing · Memphis, Tennessee & Remote
Data Facts

Dec 2018 – Apr 2021

- Generated 633% increase in inbound leads by leading marketers to develop effective strategies and campaigns.
- Drove a 2,500% improvement in View to Contact Rate for value-add content, leading to a significant increase in qualified leads.
- Secured national recognition as the top mid-sized background screening firm in the nation by HRO Today's Baker's Dozen and received Top Workplace in Memphis award by Commercial Appeal.
- Streamlined team priorities and set clear quarterly performance evaluation goals, resulting in a 40% increase in overall team performance and a 10% decrease in project turnaround time.

Marketing Manager · Memphis, Tennessee

Data Facts

Dec 2017 – Dec 2018

- Achieved 101% increase in revenue by developing and implementing effective marketing tactics and aligning sales and marketing analytics.
- Managed all marketing functions within the company including Inbound Marketing, Marketing Strategy, Content Strategy, Copywriting, Marketing Technology, Video Marketing, Tradeshows, Press Releases, Social Media, Lead Generation, Event Management, New Product Development, Competitor Intelligence, Graphic Design, Analytics, Process Improvements, Project Management, etc.

Digital Marketing Specialist & Graphic Designer · Memphis, Tennessee

Data Facts

Jan 2016 – Dec 2017

- Streamlined production process by implementing efficient design strategies, leading to a 50% improvement in project completion time and increased internal customer satisfaction.
- Generated 50% more leads by designing and developing high-quality eBooks, White Papers, Case Studies, and Infographics.

Marketing Manager · Memphis, Tennessee

Universal Asset Management

Jun 2013 – Jan 2016

- Maximized ROI by effectively managing a \$200k+ marketing budget.
- Boosted sales through the successful development and management of marketing campaigns, resulting in increased revenue for the company.
- Planned, executed, and managed successful company events and industry tradeshows, and developed and implemented a public awareness PR campaign involving public tours of the Tupelo airport to build brand awareness and foster community outreach.
- Responsible for writing PR packets that won the following awards: Inc. 5000, MJB CFO of the Year award, and the MJB Superwomen in Business Award.

Marketing Coordinator · Memphis, Tennessee

Aerospace Products International

Feb 2010 – Jun 2013

- Successfully managed a \$500k+ marketing budget.
- Managed a \$250,000 tradeshow budget and spearheaded all tradeshow activity, including budget monitoring and travel arrangements, resulting in a cost savings of 20% and improved booth staff efficiency.
- Created and developed a promotional campaign that brought in over \$1MM in revenue to the company.

EDUCATION

BA in Business Administration

Belhaven University

Jan 2011 – May 2014

GPA 3.934

- Graduated Summa Cum Laude
- Phi Beta Lambda National Honors Society

CERTIFICATIONS

Email Marketing

HubSpot Academy

Apr 2022 – May 2024

Growth-Driven Design

HubSpot Academy

May 2022 – May 2024

AWARDS

Flame Award (Rookie of the Year)

Data Facts

Jan 2017

SKILLS & INTERESTS

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, My Puppy (he's the greatest), Playing the Piano, Star Wars, Traveling.