

Scott M. Enright

Corporate Communications | Internal Communications | Marketing Communications

Los Angeles, CA / Boston, MA | Open to Relocation

424.394.3544 | scottenright@mac.com | www.scottenright.com | [LinkedIn](#)

Envision Solutions | Embrace Challenges | Execute Strategies

Communications leader focused on helping organizations communicate with clarity, strengthen alignment, and drive measurable growth. Partner to founders, executive leadership, stakeholders, and teams with the goal of strengthening businesses from within while communicating a clear, compelling vision to the public.

CORE EXPERTISE

Corporate Communications • Internal Communications • Executive Communications • Crisis Communications • Marketing Communications • Media Relations • Integrated Marketing • Brand Strategy • Content Strategy • Thought Leadership • Organizational Change • Project Management

PROFESSIONAL EXPERIENCE

GWIP Co. LLC | Los Angeles, CA

Parent company of [Zalypix](#), [ZNN](#), [Loudpack](#), [Kingpen](#), and [Greenwolf](#)

Director of Corporate Communications | 2017–Present

Directed corporate, internal, executive, crisis, and marketing communications across a portfolio of brands, overseeing communications strategy, brand development, media relations, stakeholder engagement, and integrated marketing initiatives.

- Led communications and integrated marketing strategy while helping build Zalypix into a globally recognized, industry-leading competition and event brand, attracting 10,000+ attendees and 100+ sponsor activations per event across multiple U.S. locations.
- Developed content strategy and shaped the brand identity of ZNN, the media extension of Zalypix, while producing industry interviews and educational content distributed across multiple channels.
- Established Loudpack's first internal communications function, strengthening organizational alignment, while separately bringing PR in-house reducing annual agency costs by \$120K.
- Spearhead corporate and crisis communications for Kingpen during a significant industry-wide market disruption, serving as a company spokesperson while securing national media coverage, including widespread Associated Press syndication.
- Partnered with Loudpack and Greenwolf leadership on executive communications, investor communications, and strategic presentations supporting M&A, capital raises, and retail expansion.

RAPT Agency | Los Angeles, CA

Director of Agency Public Relations | 2015–2017

Translated complex technical information into clear, executive-level presentations, contributing to a \$20M contract with a Chicago hospital system. Provided strategic communications counsel for clients across technology, healthcare, consumer products, lifestyle, events, and entertainment. Partnered with founders and executives on messaging, thought leadership, and client relations to support agency growth.

EARLIER COMMUNICATIONS & MARKETING EXPERIENCE

Developed a broad, well-rounded background in public relations, integrated marketing, brand strategy, content strategy, product marketing, publicity, event production, and journalism across agency, startup, and corporate environments.

EDUCATION

University of Massachusetts Amherst

Bachelor of Arts, Journalism

SKILLS & TECHNOLOGY PLATFORMS

Microsoft Office • Google Workspace • WordPress • Squarespace • Mailchimp • Klaviyo • Monday.com • Slack • CRM Platforms • Adobe Illustrator • Eventbrite