



# JOE SCOTT

MARKETING PROFESSIONAL

## PROFILE

Experienced Marketing Professional with a demonstrated history of excellence in the start-up, software, and fintech industries. Unafraid to take the lead and pick up the reins, with extensive experience in Campaign Management, Data Analytics, and Brand Management.

## HOW TO REACH ME

Phone: 601.695.4967

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Website: [www.joescottdesigns.com](http://www.joescottdesigns.com)

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## SKILLS

- Marketing Automation (Eloqua, Hubspot, Salesforce, Pardot, MailChimp)
- Oracle Marketing Cloud
- Adobe Creative Suite
- AP Copywriting
- HTML + CSS
- SEO and Google Analytics
- Social Media Management
- Video Production
- Graphic Design

## EDUCATION

**University of Mississippi | 2010 - 2016**  
Bachelor of Science, Integrated Marketing Communication

## CAREER SUMMARY

### Professional, Marketing Automations & Operations

CoreLogic | November 2021 to present

- Optimize digital strategy as the automation and marketing tech stack lead.
- Monitor KPIs to identify trends and insights.
- Maintain dashboards and reporting modules.
- Manage relationships with automation partners.

### Professional, Marketing

CoreLogic | April 2019 to November 2021

- Managed and orchestrate marketing campaigns.
- Created branded product support materials.
- Designed marketing automations.
- Developed go-to-market plans.
- Collaborated with creative team to create branded designs, videos, and digital media.
- Managed product communications.

### Lead Developer/Designer

Victor Marketing | March 2018 - April 2019

- Managed creative staff to deliver brand design, campaigns, and research for a variety of clients.
- Managed company brand design and media.

### Communications Manager

Copy Time | Feb 2017 - April 2018

- Developed and managed company digital media.
- Rebranded company logo and brand materials.
- Designed logos and brand materials for clients.
- Developed and managed digital media campaigns for clients.

### Marketing Communications Intern

UM Office of Sustainability | Aug 2015 - Aug 2016

- Managed office digital media
- Developed and executed digital media campaigns
- Planned and promoted community events
- Designed branded literature and promotional materials