



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 and talents in Campaign Management, Data Analytics, and Brand Management.

HOW TO REACH ME

Phone: 601.695.4967

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SKILLS

- Marketing Automation (Eloqua, Hubspot, Salesforce, Pardot, MailChimp)
- Oracle Creative 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

Marketing, Professional - Campaign Manager

CoreLogic | April 2019 to present

- Manage and orchestrate marketing campaigns
- Create branded product support materials
- Manage branch internal communications
- Design marketing automations
- Develop product go-to-market plans
- Produce branded designs, videos, and digital media
- Manage tradeshow presence and events
- Develop email templates and drip campaigns, optimizing for engagement

Creative Director

Victor Marketing | March 2018 - April 2019

- Managed company brand design and media
- Produced brand designs and websites for clients
- Developed and managed digital media campaigns for clients

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