

# JULIE PORTER SCOTT, PMP

## Community Leadership + Project Manager

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## EXPERIENCE

### Associate Regional Director of Community

#### Yelp

📅 12/2020 - 10/2023

- I led Community teams across the southern region of the US
- Conceptualized and strategized memorable events and integrated marketing campaigns
- Collaborated cross-functionally across departments
- Developed communications strategy including blog posts, social media and email campaigns
- Worked with key stakeholders within the company and throughout the region
- Managed relationships with vendors, partners, and contractors
- Delivered powerful events while staying within budget and timeline

### Senior Community Director

#### Yelp

📅 07/2016 - 11/2020

- I led statewide marketing and event endeavors
- Strategized, executed and monitored large-scale marketing campaigns and events
- Planned and hosted several special events per month
- Seamlessly pivoted to virtual events in 2020
- Managed a team of marketing assistants, interns and brand ambassadors

### Community Director

#### Yelp

📅 02/2012 - 06/2016

- Launched and scaled a community of user generated content creators
- Drove engagement among current users and recruited new users
- Published 400+ pieces of content per year, from reviews and blog posts to e-newsletters and content collections
- Grew online and in-person communities by an average of 30% Y/Y
- Managed relationships with small business owners, vendors and sponsors

### Deputy Director

#### Oklahoma Film and Music Office

📅 01/2007 - 01/2011 📍 Oklahoma

- Worked with state government leadership and legislators to successfully pass legislation to create a statewide film rebate program
- Served as project manager to develop and implement an online location database, crew database, production guide, and fully redeveloped website
- Served as project manager for economic impact study and interim study presentation for state lawmakers
- Marketed the state to directors, producers, and film location professionals
- Raised \$120K per year in private funds and in-kind sponsors to create a unique marketing platform, The Buffalo Lounge, a pop-up venue for the state's filmmakers and musicians at SXSW and Sundance

## EDUCATION

### Bachelor of Arts, Film & Media Studies

#### University of Oklahoma, Norman, Oklahoma

📍 Norman, Oklahoma

### Project Management Professional (PMP)

#### Project Management Institute

## SUMMARY

I was part of the small team responsible for building Yelp's Community Management strategy. From pre-IPO to a \$2B market cap, I know how to organically scale community.

Hire me to build your community department, design and execute strategy, and help grow the brand via authentic connections.

## KEY ACHIEVEMENTS



### Secured \$250K in In-Kind Partnerships

Managed a \$2M annual budget and oversaw partnerships worth a quarter of a million annually



### Improved Organizational Efficiency

Developed committee structures improving operational efficiency by 25%



### Successful Event Coordination

Managed 50+ community events per year, resulting in a 20% Y/Y brand engagement increase



### Boosted Event Participation

Increased event attendance by 30% through innovative marketing strategies

## SKILLS

### Community Management

### Project Management

### Marketing

### Budget Management

### People Management

### Social Media Strategy

### Public Relations

### Public-Private Partnerships

### Fundraising

### Event Conceptualization

### Event Management

### Digital Communications

### Community Engagement

### Virtual Events

### Copywriting

### Copy Editing

### Podcasts

### Fundraising

### Legislative Relations

## VOLUNTEERING

### Board Chair

#### Homeless Alliance

📅 07/2022 - 06/2024

Served as the Chair for the Homeless Alliance, a non-profit committed to ending homelessness in Central Oklahoma. Served on the Finance Committee, Marketing Committee, and Succession Planning.

### Board Member

#### deadCenter Film

📅 10/2020 - 06/2024

While on the board for our local independent film festival, I also served on the Marketing Committee and the Governance Committee