

SCOTT R. KRUKOWSKI

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WORK EXPERIENCE

K Media LLC

Ad Operations / Account Manager

Bucks County, PA

Nov 2024 - Present

- Increased warm sales leads by a factor of 25% through innovative tactics
- Responsible for presenting RFPs to potential clients
- Execute campaigns through data targeting to traffic ads into exclusive podcast publisher inventory
- Manage and report KPIs (pixel implementation, ad macros, conversion metrics)

National Alliance for Mental Illness (NAMI)

Outreach Coordinator

Bucks County, PA

Mar 2024 - Present

- Enhance partnerships while promoting NAMI's programs to market services through proper channels
- Research current local, state and federal legislative initiatives for advocacy purposes
- Facilitate support groups, guide discussion, take minutes, report data back to executive team
- Responsible for speaking engagements at schools to raise mental health and early intervention awareness

Enterprise Solutions

Owner / Business Development Manager

Princeton, NJ

Jan 2015 - Dec 2017

- Consulted with startup founders in the Petrochemical industry on developing pricing strategies, market positioning, and market liquidity for online B2B marketplace
- Increased warm sales leads by 30% using targeted practices
- Onboarded clients ensuring a seamless integration into the service offerings
- Researched emerging trends for growth opportunities in 3D Printing, food packaging and Chinese resin suppliers

Admarketplace.com

Advertising Sales / Publisher Acquisition Spec.

New York, NY

Oct 2012 - May 2013

- Achieved 105% of advertising sales quota
- Successfully managed accounts attaining 80% client retention / repeat business
- Acquired 10 new publishers attaining 17% above sales quota for Q1 to increase inventory
- Conducted data analysis to optimize ad performance and maximize revenue

Bloomberg LP

Debt Specialist / Sales & Account Manager

New York, NY

Mar 2010 - Sep 2012

- Managed a portfolio of nearly \$2M over 80 accounts, supporting clients on BBG software
- Conducted on-site visits with 40+ clients per month across the Southwest region of the US
- Resolved over 30 complex client inquiries from the Bloomberg Analytics Desk a day
- Upsold enterprise data licensing products, resulting in 20% YoY account revenue growth
- Trained in 12-week sessions on the capital markets, specializing in Fixed Income
- Developed and maintained sales pipelines, tracking progress and forecasting future targets

Korn/Ferry International

Contractor

Philadelphia, PA

Jun 2008 - Dec 2008

- Developed and managed client pipelines, supporting the executive search process
- Produced detailed reports analyzing key market trends and economic indicators
- Collaborated with foreign ministries to analyze economic data for strategic development planning
- Assisted senior consultants with candidate assessments and placement strategies

Microsoft

Finance Intern

Redmond, WA

Jun 2007 - Aug 2007

- Assisted in preparation of a \$1B budget report using various reporting & Excel tools
- Conducted research and analysis on best practices for R&D budgeting and benchmarking

- Used tools such as Microsoft SharePoint to streamline operations and define functions between administrators and finance staff

VOLUNTEER EXPERIENCE

UBelong.org

Hanoi, Vietnam

Assistant to the Founder

Jan 2014 - Dec 2014

- Migrated sales operations over to a new CRM platform
- Provided business insights and research offerings for strategic purposes
- Translated marketing materials into English and wrote copy for Vietnamese entrepreneurs

iMentor New York, NY Jan 2010 - Aug 2011

Fundraiser / Mentor

- Brokered a relationship between two charities to raise \$30,000 for iMentor during a luxury, ticketed event
- Mentored underprivileged student and aided him through college application process and high school issues
- Invited to board member's penthouse party for recognition as a top contributor

EDUCATION

Penn State University

University Park, PA

Bachelor of Science in Finance

Graduation Date: Dec 2010

SKILLS & INTERESTS

Skills: Sales & Business Development, Lead Generation, Market Research / Analysis, Customer Service, CRM Systems, Business Planning, Ad Server Software / DSP & SSP (AdsWizz / AudioHook), Hosting (Simplecast)