**Joe Scott**

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**Profile**

Dynamic and people-centric leader in Creative Strategy and Digital Marketing. Aspires to transition into brand-side VP/SVP positions. Utilizes over 10 years of experience in implementing innovative digital strategies to amplify company presence across demographics, particularly in the tech, finance, gaming, fitness, fashion, and entertainment industries. Excels in multicultural team leadership and remote project management. Committed to continuous professional development. Seeking opportunities to join a forward-thinking team that values collaboration and embraces curiosity and the implementation of efficient work methodologies.

**Core Competencies**

* **Leadership & Team Management:** Demonstrated leadership in overseeing global project teams of 15+ members and proficient in day-to-day operations management for 8-member teams.
* **Management Philosophy:** Embraces an empowerment leadership style, setting strategic boundaries to afford team members independent decision-making and accountability. Utilizes a protective mentorship approach to safeguard the team from setbacks.
* **Project Management Expertise:** Proficient in conducting comprehensive project kickoffs, defining clear roles and expectations, and driving projects forward with a hands-on approach.
* **Digital Marketing Prowess:** Lead digital strategists, participating in the development of full scope marketing campaigns, leading email marketing, centralized digital hub, product management for experiential campaign integration into digital formats, and CRM management.
* **Subject Matter Expertise:** Consistently and voluntarily appointed by colleagues and leadership as the de facto subject matter expert for new technology implementation, new digital marketing tactics, and tapped for thought leadership around digital marketing from social media to SEO.

**Professional Experience**

**ICR, INC.** | New York, NY

**SVP, Creative Strategy**  April 2022 to January 2024

Lead cross-functional teams of project managers, art directors, and copywriters to create cutting-edge digital product solutions such as websites, apps, and API integrations at a financial, investment relations strategic advisory firm. Envision and realize user-centric UI/UX designs by conducting thorough brand audits to identify and leverage strategic opportunities. Ensure creative assets consistently adhere to brand guidelines across various verticals and mediums. Design presentations for critical events such as Analyst/Investor Days and major product launches. Develop go-to-market strategies and pipeline forecasting to enhance clients’ return on investments.

* Introduced comprehensive brand strategy services, increasing revenue 25% and margins by 50%.
* Leveraged Martech platforms such as Google Ads, Google Analytics, Marketo, and Hubspot to build and execute analytical, data-driven recommendations and strategies to improve digital benchmarks.
* Delivered daily strategic insights to C-suite executives of multi-billion-dollar conglomerates and principals of top-performing hedge funds, driving key business decisions.
* Led an extensive brand overhaul by creating a website, logo redesign, investor presentations, and mission statement, utilizing a reverse-engineering approach to plan and execute project milestones.
* Disrupted traditional workflow patterns while maintaining an agile environment by advocating for and enabling simultaneous design and copywriting progress.

**WHALAR** | New York, NY

**Director of Creative Strategy (Temporary)**  September 2021 to November 2021

Led a 15-member team in delivering tailored content and editorial services for a top Fortune 100 company at a Cannes Lions award-winning, 360º creative marketing agency. Managed revenue tracking and operations, optimizing staff and budget to achieve strategic goals. Translated client brand identity to social media, aligning with strategic goals and establishing measurable KPIs. Orchestrated RFP responses and persuasive pitches to balance resource allocation. Collaborated with SEO specialists to enhance the brand’s online presence and engagement with a robust content strategy.

* Established a dominant presence in pop culture and influencer partnerships for a leading OTT service through groundbreaking social media campaigns across sports, film, and entertainment niches.
* Generated over $6 million in revenue through strategic cross-selling with streaming partners and drove the addition of 14 new roles.
* Leveraged client’s MarTech platforms such as Google Ads, Wordpress, and Marketo.

**OCTAGON** | New York, NY

**Director of Digital Strategy**  January 2017 to September 2021

Established the Digital Strategy division, evolving it into a thriving, multi-million-dollar revenue generator at a premiere, Sports Business Journal award-winning sports marketing, and entertainment agency. Pioneered a unique, algorithmic valuation model to assess media values, enhancing talent engagement and ROI. Directed social media content and influencer marketing, encompassing creative development and paid media strategies. Crafted extensive influencer marketing toolkits customized for global brand initiatives in diverse regions. Collaborated to synergize SEO and social strategies, resulting in a significant boost to organic site traffic.

* Oversaw the Social Media Strategy vertical, directing over 40 campaigns for 20 distinct brands.
* Designed strategic influencer marketing initiatives at Mastercard, resulting in a unified brand narrative, expansion of digital impressions, and heightened brand resonance among younger demographics.
* Led JBL's Gaming Strategy initiatives by developing and launching a content-driven platform, fostering year-long partnerships with top Twitch influencers (e.g., Sypher PK, Sinatraa, TeePee), which yielded 100+ million impressions and 10M+ views.
* Created the company’s first global digital campaign for the Rugby World Cup 2019 in Tokyo leveraging ambassadors, influencers, athletes, and earned media amplification garnering over 100m impressions.
* Developed a global content creation and distribution platform for BUDX, Budweiser’s Super Bowl initiative, uniting creators worldwide for a week-long series of experiential events during Super Bowl LVI, yielding over 200M impressions and 1M+ social media engagements.
* Developed an Earned Media Content Excellence Toolkit for ABinBev, leading to a notable increase in brand relevance scores and global adoption.
* Leveraged martech such as Crimson Hexagon, NetBase, Sideqik, Sprinklr, Sprout Social, Mailchimp, Marketo, Google Ads and Analytics.

**BROOKLYN BREWSHOP** | Brooklyn, NY

**Project Manager (Contract)** April 2016 to August 2016

Directed content marketing initiatives to drive engagement and enhance the company’s digital presence. Managed social media editorial calendar by scheduling strategic placements and posting creative content. Strengthened customer engagement with interactive digital creatives. Increased online traffic and conversions with multi-channel paid media strategies.

* Increased Email open rates by 20% and increase social engagement metrics by 15%.
* Implemented repeatable processes for sales operations, reducing process time and boosting team productivity.
* Enhanced lead generation by implementing Salesforce-integrated email retargeting strategies and Mailchimp email marketing strategy.

**FOX (DOTCOM PROPERTIES)** | New York, NY

**Digital Project Manager**  June 2014 to April 2016

Led large-scale website development projects, integrating efforts of front-end and back-end developers with company objectives. Developed and implemented detailed project plans and schedules, driving successful outcomes through collaboration with developers, designers, and analysts. Managed end-to-end content management system migrations, including backend templates and module development. Conducted cross-functional communication, ensuring project deliverables met strict deadlines and budget constraints.

* Enhanced development efficiency by refining UX/UI wireframes and technical content for better clarity and UX
* Simplified content management system migrations, improving platform functionality and user experience with enhanced backend templates and modules.
* Cultivated team brainstorms yielding innovative product integration ideas, detailed comprehensive wireframes.

**Education**

* **JAMES MADISON UNIVERSITY** | Bachelor of Arts (B.A.)

**Engagements & awards**

* Lead Strategist on Octagon’s Award-Winning campaign for Tailgate Nation and General Mills (2022 Best in Agency Creativity and Innovation)
* Panelist at IAB discussing "Rethinking Quality Metrics in the Digital Age," 2020.
* Spoke at an ANA conference on the state of influencer marketing, Chicago, 2019.
* Recipient of the 2019 Cynopsis Rising Star Award for establishing a social media strategy arm, developing the digital strategy vertical, and leading the influencer and sponsorship/partner content division.