

## EDUCATION

University of Oklahoma | Norman, OK  
Bachelors of Business Administration in Marketing

1803 Macao Place  
Plano, TX 75075  
(972) 345-5194  
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## EXPERIENCE

*RealPage | Richardson, TX | February '17 - Present*

*Marketing Automation Specialist*

Manage the promotional, operational, and events-based email & automation campaigns for three business units using Marketo and Salesforce. Create and monitor lead generation for paid advertising campaigns, call trafficking, and form fills. Create and monitor campaigns for event registrations, ensuring proper emails and lead statuses are triggered based on a lead's behavior on said registration pages. Create lead nurture campaigns to introduce new leads to the Kigo brand in multiple language segmentations. For any given campaign, ensure all lead statuses are up-to-date based on their behavior so the Sales team is aware of a lead/customer's status.

*Tandem Theory | Dallas, TX | November '15 - February '17*

*CRM Specialist*

Manage the email and SMS programs for At Home using Salesforce Marketing Cloud. Deploy emails to over 1 million people each week, and provide weekly, monthly, and quarterly performance reports. Work directly with the client to ensure satisfaction across all their campaigns. Collaborate with the content planners and designers to generate weekly email proposals for the client.

*ClubCorp | Dallas, TX | May '15 - November '15*

*Digital CRM Manager*

Worked exclusively with Eloqua Marketing Automation to create and send email campaigns to roughly 300,000 country and business club members, while also helping club staff troubleshoot issues they experienced with their own email campaigns. Created forms and landing pages for various marketing campaigns at both the corporate and club level, and provided reports once campaigns concluded.

*ClubCorp | Dallas, TX | June '13 - May '15*

*Digital Marketing Specialist*

Managed the website content for over 20 country clubs and business clubs using EZ Publish and Members First content management systems. Worked daily with club staff to ensure their web content is up-to-date and troubleshoot technical issues. Also assisted each club in managing their email marketing campaigns through Eloqua along with social media training. Brainstormed with the corporate marketing team on new and fresh campaigns the clubs could use for various membership acquisition programs. Monitored and updated the Google Local pages for all ClubCorp clubs.

*Pink Jacket Studio | Dallas, TX | December '12 - March '13*

*Account Manager Intern*

Assisted in the organization of client portfolios, along with contacting vendors for various projects and jobs that need to be completed. Collaborated with the graphics department to ensure clients were satisfied with the end result. Set up and managed Google Adwords accounts for various clients.

*American Action Forum | Washington, D.C. | May '12 - August '12*

*Marketing/New Media/Social Media Intern*

Used my skills and knowledge of Facebook and Twitter to create analytics reports in order to maximize social media presence, along with creating postings for these sites. Used Google Analytics to monitor the traffic on their websites.

## SKILLS

Automation: Salesforce, Marketo, Eloqua  
Adobe: Photoshop & Illustrator  
HTML - Basic Knowledge

## CERTIFICATIONS

Google Ads Search Certified  
Completion ID: 27529402

## ACTIVITIES

Leathercraftsman for my own brand, Neat Pineapple.