

Scott Fuller

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CORE COMPETENCIES AND SKILLS

- Digital marketing
 - Content management and editing
 - Project management
 - Content creation and copy editing
 - Adobe Creative Suite
 - HTML, CSS, Javascript, SASS
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PROFESSIONAL EXPERIENCE

Marymount University

Web Content Manager

August 2018-June 2020

- Administrated Kentico (asp.net) content management system (CMS), coordinating the efforts between approximately 50 site editors across the university on over 20,000 content pages.
- Transitioned externally contracted work on Hubspot inbound marketing platform and Kentico CMS to within the University, saving over \$500,000 in operating costs per year.
- Edited website and marketing content for University leadership, worked with the president and cabinet-level administrators for content direction and approval.
- Managed digital advertising, website analytics, and other data with Google Analytics and Hubspot.
- Coordinated with CIO to help identify best practices and processes for content management. Trained editors, created documentation, and provided support to end-users based on this information.

Communications Specialist

October 2012-August 2018

- Created and managed communication content, campaign coordination, automations, and reporting in the Slate Customer Relationship Management (CRM) system. These efforts helped recruit the two largest classes in Marymount history.
- Led admissions' content creation and inbound marketing efforts using the Hubspot platform growing organic reach of our web content.
- Created and maintained admissions' web content on Marymount.edu via the Kentico CMS.
- Implemented several systems including the Kentico CMS, Hobsons Connect, and Technolutions Slate CRMs, Hubspot inbound marketing platform, and Cornerstone performance management system.
- Led and coordinated communication between staff admissions, student affairs, residence life, information technology services, and academic offices to enrolled students.
- Managed undergraduate social media presences and organic and paid media campaigns

ASCD (formerly the Association for Supervision and Curriculum Development)

Project Coordinator

October 2008-August 2012

- Maintained databases in Microsoft Excel and SharePoint, IMIS, and Personify management systems.
 - Coordinated with ASCD's marketing team to edit and schedule mass email communications.
 - Collaborated with ASCD's web development team to create new functionality on the website.
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EDUCATION

Gettysburg College

Bachelor of Arts in Philosophy

Class of 2007