

Scott Fuller

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CORE COMPETENCIES AND SKILLS

- Project management
 - Content management and editing
 - Technical writing and documentation
 - 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 content creation and management efforts between approximately 50 site editors across the university on over 20,000 content pages.
- Managed and 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 tracking data with Google Analytics.
- Coordinated with CIO and asp.net developer to identify best practices and processes for website editing, training users, creating documentation, and providing support to internal and external clients.

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, primarily Facebook, Twitter, and Instagram.

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