

SCOTT SCHMIDT

Experienced Mobile, Digital and Data-Driven Marketing Leader



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FAVORITE QUOTES

- *"Success usually comes to those who are too busy to be looking for it"*
- *"The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things"*
- *"Start by doing what's necessary, then what's possible, and suddenly you are doing the impossible"*
- *"Talent wins games, but teamwork and intelligence wins championships"*

TECHNOLOGICAL PROFICIENCIES

- Microsoft Office Suite
- PowerBI & Tableau
- Basic SQL Knowledge
- Basic HTML, CSS, Javascript
- Data Management Platforms
- Programmatic Buying

SUMMARY

My name is Scott and I work to help clients and teams perform to their highest capabilities through innovation, strategy, constant grind, strong relationships, and a continual process of growth. A few years ago, I started my own agency called Pivmo with the goal of shaping the future of advertising, not through flashy 'lingo', but through a blend of technology, data, automation, and creativity. While telling that story is easy, the day to day grind is what drives me forward. My lust to find solutions to problems that cannot be answered and a curiosity to measure is what drives my dedication.

CORE COMPETENCIES

- Strategic Planning
- P&L Management
- Staff / Resource Modeling
- Business Development
- Product Development
- Growth Acquisition
- Mobile & Digital Marketing
- App Install Marketing
- Social Marketing
- Brand Marketing
- Project Management
- Attribution Modeling
- Data Management
- Negotiations
- Partnerships

PROFESSIONAL EXPERIENCE

2014 - Present President / Co-Founder

Pivmo

Developed agency POV, offerings, teams and frameworks driven around a mobile first approach to digital marketing. Within three years, we grew our staff to over 20 people across 4 departments including Strategy, Creative, Data Science and Media. I was able to grow from zero in billings to over \$30MM in 2016. We've partnered with the worlds most innovative brands including Uber, UberEats, NBC, Yahoo, Fanduel and more.

- Managed all departments to create streamlined approach to business, and develop consistent up-selling opportunities within accounts.
- Lead development in proprietary in-house data analytics platform (PivTrax) and reporting dashboard consolidating real-time media performance across digital channels.
- Created customized models for businesses to integrate full MarTech stacks across paid, owned and earned media for stronger synergy across agency and client stakeholders.
- Lead full process with internal team of New Business prospecting, Proposal development, and Scope of Work / Negotiations with clients.
- Created key partnerships with mobile attribution platforms, publishers and digital / offline agencies to lead their mobile strategy and integrate offline channel strategies to existing clients.
- Consistently attended and spoke at industry events to increase our thought leadership.

2012 - 2014

Media Director

M&C Saatchi Mobile

During my time at M&C Saatchi Mobile, I developed my passion for mobile and a curiosity for the unknown. I led strategic accounts including Priceline, Nickelodeon, Amazon, TinyCo. and AOL. I worked directly with the Senior VP to develop agency offerings around attribution and programmatic technologies.

- Media planning, buying and mobile media strategy for both direct response and branding across the mobile channel.
- Lead in discussion, implementation and testing of tracking solution(s) with industry associations including MMA.
- Developed and implemented media strategy to drive in-store purchase intent via location-based targeting for Nickelodeon products, around specific Wal-Mart / Target retailers resulting in the strongest ROI across all media channels.
- Developed mobile campaign utilizing advanced targeting technologies across mobile display, video, and CRM acquisition to drive app downloads and in-app bookings for Priceline and Amazon.
- Media optimization on app downloads, in-app events (i.e. purchases, signups,

subscriptions, etc.) with analysis on devices, day parts, creative, wireless connection and path flow.

2010 - 2012

Digital Media Planner/Strategist

Generator Media

Drove media planning and strategy for performance based clients across channels including digital, TV, OOH, Radio and other traditional channels. During my time here, I was able to win the 2011 Creative Media Awards in Performance Media & Marketing for Chiquita Sweepstakes. I also learned the ability to drive multi-touch attribution models to allow for strategic media planning with cross-functional teams.

- Media planning and strategy for direct response digital initiatives across the My M&M's account to consistently drive e-commerce at a 3:1 ROI.
- Media strategy across My M&M's digital channels including SEM, Display, Affiliates, and secondary digital tactics.
- Implement highly targeted campaigns across Facebook, YouTube, and Google SEM resulting in 10% increase in enrollment.
- Creating social media campaigns for *Chiquita Banana Products* to increase brand awareness and drive engagement.
- Developed, implemented and optimized over 200+ niche campaigns across 14 NYU graduate schools.
- Collaborating in developing strategic campaigns for *NYU Gallatin* to replace traditional advertising avenues that resulted in 20% increase in enrollments.
- Negotiated highly targeted digital media buy across display and mobile for \$10 million for Chase travel cards to drive brand awareness and acquisition of qualified leads.

2009 - 2010

Social Media Analyst

Publishers Clearing House

I worked directly with the Head of Social Media to create content and drive engagement across social platforms including Facebook, Twitter, Blogs, Reddit, etc... Here I learned the power of engaging with customers directly, and was able to prove out the first ever brand sponsorship for Publishers Clearing House 'Tweet Prize Patrol'. We tweeted and shared our journey in real-time to delivering checks to winners of PCH prizes.

- Responsible for analysis and tracking of online properties including PCH.com, PCHSearchandWin, and PCHLotto.
- Assisted in developing and initiating marketing campaigns
- Spear-headed social media initiatives to improve overall customer engagement (Blogs, Twitter, Facebook, etc.)
- Assisted in e-mail marketing campaigns from subject line testing to analytics

EDUCATION

2004 - 2008

B.A. Communications & Media Studies

Queens College, City University of New York

Worked 60 Hours while attending school full-time