

# SCOTT SALHANICK

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## WORK EXPERIENCE

### World Affairs Council of Dallas/Fort Worth

Interactive Media Specialist

2016 - Present

- ⌚ Managed HTML email marketing campaign for a non-profit with an active membership base of 4,200, creating custom, responsive HTML templates optimized across all of the major email platforms.
- ⌚ Maintained, oversaw dissemination of content and conducted regular code maintenance across a high-traffic website with information for both the general public and an exclusive membership base.
- ⌚ Created tracked donation landing pages for a month-long fundraising campaign that yielded \$100,000 and used tracking information for a more focused donation campaign.
- ⌚ Produced a bi-monthly foreign policy podcast with high-profile live interviews of international and domestic leaders.

### TravelHost, Inc.

Lead Multimedia Specialist

2014 - 2016

- ⌚ Orchestrated design, production, and preflight of bi-monthly and quarterly magazines in 12 markets across the United States, reaching 9 million readers annually.
- ⌚ Maintained and curated home of 12 market websites, creating banners, events, and advertiser spotlights to promote SEO.
- ⌚ Created content and promoted traffic for social media campaigns, increasing market visibility by 40%.

### Emerge Technologies

Creative Projects Manager

2012 - 2014

- ⌚ Maximized productivity of a creative team of eight in sales and product development-motivated projects within a defined brand identity.
- ⌚ Improved communication protocol with external vendors, overseas markets, and product suppliers in Europe, Asia, and South America.
- ⌚ Designed and facilitated new packaging layout and updates for over 1,200 SKUs.
- ⌚ Launched and maintained successful social media campaigns across all major platforms, reaching 10,000 followers.

## SKILLS

BLACKBAUD

WORDPRESS

PHP

CSS3

HTML5

JAVASCRIPT

JQUERY

FTP SERVERS

EMAIL ON ACID

LITMUS

GOOGLE ADWORDS

ADOBE INDESIGN

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE AUDITION

## EDUCATION

BA FROM LOYOLA CHICAGO

COMPLETED SKILL CRUSH  
WEB DEVELOPMENT AND  
WORDPRESS DEVELOPMENT

## ACCOLADES

EAGLE SCOUT

TAU KAPPA EPSILON



Dallas, TX 75219