

Jason Scott

Williamsburg, VA | [linkedin.com/in/jasonkylescott](https://www.linkedin.com/in/jasonkylescott) | 757-535-5361 | jasonkylescott@gmail.com

Digital Marketing Director

Critical thinking, marketing executive with more than ten years of experience directing marketing and brand initiatives across creative, communications, PR, content, and digital touchpoints for a diverse list of start-up, mid-size, and Fortune 500 clients.

At home working with cross-functional teams, gathering market research, determining product scope, drafting audience profiles, modeling go-to-market strategies, and designing sales funnels for growth and retention.

Professional Experience

Kontxt Agency

Sr. Marketing Director

Norfolk, VA

2019 to Present

- Delivered audience by producing 22 webinars with supporting email marketing generating 2,000 participants and 80,000 viewing minutes in the first 60 days
- Implemented brand strategy, public relations, social media channel campaign resulting in a TedX presentation and guest appearances on national news media
- Account development of multiple clients and management of multi-disciplinary teams across campaigns utilizing digital media, social media, webinars, email communications, omni-channel commerce, animation, web development, video production, digital ads, landing pages, copywriting, graphic design, and marketing automation in support of clients

Elizur International, Inc.

Director of Marketing

Virginia Beach, VA

2017 to 2019

- Developed B2B wholesale buyer in-bound lead generation for this manufacturer with HubSpot CRM, trade show event marketing, digital/print catalog, web data collection, and market research
- Established customer conversion rate of 4.65% from initial touch to MQL to customer. Achieved paid media click rates over 2.5% and average email open rates over 23%.
- Successfully improved month-over-month search engine results position from 56.9 to 8.3
- Initiated, managed, and deployed retail partnership with Wayfair for 200 SKUs

Improvise Agency

Digital Marketing Director

Norfolk, VA

2009 to 2017

- Engineered simultaneous delivery of 5 independently managed Wordpress instances for multi-location organization including event management, e-commerce, online payment systems, analytics, and accounting system integration, successfully increasing online payments by 560% YoY
- Managed multiple partners to design and deploy Wordpress and Magento e-commerce integration, with a real-time connector for an in-house ERP, for over 1,000 SKUs in 60 days

Seventh Point Agency

Interactive and Public Relations Director

Virginia Beach, VA

2008 to 2009

- Implemented initial digital services and pricing for this traditional media agency, created strategic briefs and delivered pitches to each major client within a 4-6 month period
- Managed work that received two Addy Awards in interactive category and two Pinnacle Awards (Virginia Department of Transportation) for excellence in public relations

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Skills

Email automation and management (MailChimp), CRM (Hubspot, Salesforce), CMS (Wordpress, Elementor, landing pages), E-commerce (Magento, Shopify, BigCommerce), performance analysis and reporting (Google Analytics), graphic design and video editing with Adobe Suite, MS Office (Excel, PowerPoint) Google Suite, entry/intermediary level JavaScript, PHP, HTML

Career Note

Additional tenure as Vice President of Marketing at Christmas.com, Inc (Norfolk, VA) and as Vice President of Marketing and Communications at Stunt Computing, (Portland, OR). Details available upon request.

Education

Norfolk State University, Bachelor of Science, Mass Communications