

Scott Woodruff

Summary of Qualifications

Results-driven **Marketing Professional** with over seven years of experience creating, implementing, and managing marketing plans. Highly effective leader dedicated to building and managing goal oriented teams while improving efficiency and controlling costs. Creative and resourceful problem-solver adept at finding unique solutions to difficult problems.

- Strategic Marketing & Business Planning
- Digital Marketing & Strategy
- Brand Management & Growth
- Product Marketing & Management
- Team Building & Development
- Social Media & Content Marketing
- Budget Creation & Management
- Analytical Reporting & Decision Making

Education

W.P. Carey School of Business at Arizona State University , Tempe, AZ	2014 – 2016
Master of Business Administration, Emphasis in Marketing	
Brigham Young University , Provo, UT	2006 – 2010
Bachelor of Science, Management	

Professional Experience

Senior Marketing Manager 2014 – Present
Signature Technology Group, Phoenix, AZ

Increase company revenue by leading the marketing department and managing the strategic implementation of a comprehensive marketing plan. Utilized cross-platform marketing strategies to grow the sales funnel and overall company growth. Utilize Content Marketing, SEO, PPC, Social Media, Email Marketing, and more to grow traffic, leads, and brand awareness.

- Grew total website traffic over 80% by utilizing new channels as well as optimizing existing channels
- Doubled the number of monthly leads by using A/B testing in combination with conversion rate optimization best practices to select the best website, email, and print page layout & design.
- Boosted recurring revenue over 5% by implementing email automation campaigns, effectively nurturing and upselling existing customers
- Developed and executed a content marketing plan that resulted in an 114% growth in organic traffic in under a year
- Increased channel partner sales 10% by developing joint marketing programs and training partners marketing teams on new strategies and best practices

Digital Marketing Manager 2012- 2014
City Accommodations Network, Queen Creek, AZ

Grew sales and revenue on company websites by more than 10% through increasing traffic and growing brand awareness. Expanded into new advertising channels, optimized current campaigns, and trained marketing team on new strategies resulting in a 15% traffic growth.

- Generated new profitable revenue streams by identifying keywords for which websites did not rank and created PPC campaigns; increasing quality score as well as decreasing costs month over month by training team on proper PPC strategies
- Increased revenues by improving website optimization resulting in better rankings on Google and other major search engines, boosting traffic and sales
- Improved company branding as well as influence by launching social media campaigns, utilizing social ads, and launching a successful email campaign
- Effectively managed the redesign of company's largest websites improving branding and client perception while ensuring proper implementation of search engine optimization tactics (SEO)
- Managed the migration of over 5000 pages from subdomains to subfolders, consolidating website authority improving rankings on 90% of all tracked keywords

Product Marketing Manager

2010 – 2012

OrangeSoda (Marketing Agency), American Fork, UT

Increased sales and improved customer satisfaction by marketing and managing new digital products offered to potential and current clients. Ensured proper product training and execution across all functions and departments of the company, which resulted in improved customer experience and decreased turnover rate.

- Developed product launch plans that utilized cross-platform strategies to ensure solid start and growth within the marketplace
- Trained the sales department on new products and enacted incentive programs to stimulate sales volume and adoption of new products
- Developed companywide client interaction strategies to ensure consistent messaging and experience, improving customer turnover rate
- Supported the Strategic Partner Development team by creating white-label marketing plans for large multi-billion dollar companies
- Conducted client interviews and surveys to gain feedback on products and make necessary changes to improve customer experience and retention

Digital Marketing Specialist

2009 – 2010

Sebo Marketing, Orem, UT

Boosted leads and sales for clients by efficiently optimizing and running marketing campaigns while developing and building high-quality websites. Responsible for directly managing the customer relationship for over one-third of the company's client base.

- Utilized Search Engine Optimization (SEO) best practices to rank client websites on Google, Yahoo, and Bing resulting in new sales and revenue
- Provided clients with profitable marketing channels by optimizing pay-per-click campaigns, A/B testing web pages, and writing and optimizing website content
- Increased customers' client base by building WordPress websites and using conversion rate optimization techniques to achieve a conversion rate at 2 times industry average
- Worked directly with clients to improve their social media presence, allowing them to grow their followings and improve their company branding

Skills

Marketing Management – Project Management – Budgeting – Branding – Product Marketing – Team Building – Website Optimization (SEO) – Pay-Per-Click Optimization (PPC) – Social Media Marketing – Content Marketing – Email Marketing – WordPress – HTML – CSS – Conversion Rate Optimization (CRO) – Search Engine Marketing (SEM) – Web Analytics – Communication – Customer Experience Management