

SCOTT PARKS

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Exploiting technology, creativity and curiosity to generate persuasive content for measurable gain.

SUMMARY

Over 20 years of professional multi-channel marketing experience from strategy and development to execution and measurement. Cross-discipline (digital/print/social/direct) content and campaign management with increasing levels of responsibility and exposure. Open-minded and calculating with an eye on emerging methodologies and technologies. Evolutionary communication technique that translates effectively across industries and mediums.

HIGHLIGHTS

- Marketing and product communications including internal launch programs and external campaign messaging
- Corporate communications including environmental impact figures, employee health and safety, community involvement
- Web management including vendor and internal resource management
- Copy writing and editing including white papers, case studies, product literature and advertising
- Mobile application project management for international medical device sales force
- Program execution for products including “group buy” and “buy back” campaigns
- Annual global executive and senior sales management events
- Corporate identity and brand support
- Professional Services programs and partner communications
- Internal communications and program support for Human Resources, Finance, IT et al

PROFESSIONAL EXPERIENCE

Owner/Operator/Manager, Whidbey Doughnuts

August 2017 to September 2024 – Langley, WA

Responsible for all restaurant operations, including:

- Bookkeeping and Payroll (Quickbooks)
- Marketing (digital, print and email)
- Accounting (federal and state tax filings [e.g. 941 and unemployment])
- Staff recruitment, training and development
- Customer service
- Cooking, serving, delivering, dishwashing, bussing, ordering and purchasing of all supplies

Content Manager Allyis/Microsoft Bing Ads

March 2016 – August 2017 Kirkland, WA

Working in an agency environment in support of client (Microsoft Bing Ads) marketing initiatives. Responsible for project and content management, copy writing for Customer Evidence, Lifecycle and Go-to-market functional marketing areas.

Marketing Contract and Consulting Projects for Life Science Nation, Savio Lighting, Uber
May 2015 – Present Boston, MA

Global Marketing Communications Manager/Corporate Communications Smiths Medical
January 2010 – May 2015 Norwell, MA

- Global Marketing Communications Manager responsible for International Program and Project Management across all Smiths Medical franchises. Strong focus on digital asset development including content, workflows and publishing. Work with the Executive Staff, Product Marketing and IT to ensure functional area and stakeholder support.

Webmaster, Marketing Communications Smiths Medical

March 2008 – January 2010 Norwell, MA

- Content management of www.smiths-medical.com (external) and .net (intranet) site.
- PPC, SEM, SEO and Analytic tools
- Video production for corporate events and messaging

Online Sales Manager, Managed Accounts Wearguard, an Aramark Company

April 2006 – March 2008 Norwell, MA

- Strategy management of all custom Web site development, launch and support for national account portfolio. Customers include, McDonalds, Pepsi, Walgreens, Dollar-Thrifty and KFC.
- Project management and editorial responsibility for the Aramark managed account Web sites with online sales of over 10MM/annually.

Marketing, Communications Manager XO Communications (formerly Nextlink)

May 2000 – July 2005 Reston, VA

- Launch of the corporate Intranet site for 7000 employees. Content development and application deployment.
- Total project management and editorial responsibility for launch and re-brand of www.xo.com , site content development, online brand strategy, design and deployment
- Launch of the electronic XO newsletter to 7,000+ employees (XOnline).

Web Marketing Editor Nextlink Communications

August 1999 – April 2000 Bellevue, WA

- Identifying, managing and editing the delivery of all content for www.nextlink.com.
- Create and implement all internal Web policies and procedures.
- Providing direction on site design, branding message and architecture.
- Manage the implementation and training of the Web content management application.

Channel Program Manager Lucent Technologies (formerly Mosaix)

September 1998 – July 1999 Redmond, WA

- Manage the development, launch online partner extranet www.mosaix.com/partners.
- Post all content using CMS.
- Development and Management of the Channel Marketing annual budget (\$880,000).

Information Systems Technical Administrator Mosaix Inc.

August 1996 – September 1998 Redmond, WA

- Responsible for assisting in daily management of corporate Help Desk (600 users).
- Manage acquisition and delivery of all capital IT equipment and maintenance of capital budget for same.
- Ensure software licensing compliance.
- ISO 9000 Quality System support and departmental documentation

EDUCATION

Suffolk University, Boston, MA

September 90 – May 92 (BA Candidate)

Communications Major

SPECIAL SKILLS

E-Commerce, Project Management, Content Management Systems [(CMS) WordPress, Drupal, Joomla, Umbraco, Volusion] Copy Editing, Copy Writing, PowerPoint, Adobe Creative Suite, SnagIt, Word, Project Management, Basecamp, Print Marketing, Camtasia, SharePoint, Affiliate Marketing, Excel, SEO, PPC, Social Media, Facebook Marketing, Twitter, Tumblr, Rakuten, Conversant, ShareASale, Amazon Associates, Joomla, Drupal, Advertising, WordPress, Constant Contact, Salesforce.com, Speech Writing, Search Marketing, Analytics, Mobile Applications, Events.