
Michael Patrick Scott

Strategic. Data-Driven. Leader.

Cover Letter

To Whom It May Concern

I am currently employed by Faded Spade as the Director of Business Development and oversee all digital strategy, content, and marketing initiatives. Prior to this role, I worked at AdventHealth (formerly Florida Hospital) for 7 years as a leader and member within the digital marketing department.

I am experienced in the strategy and execution of consumer and business-to-business marketing in both the digital and traditional marketing spaces. This experience includes marketing campaigns with a strong focus on social media, search engine marketing, search engine optimization, website strategy & development, video production, event marketing, email marketing, blog & content marketing, and print advertising. Over my career, my experience has included the creation of multiple websites, nationwide search engine marketing campaigns that include social media advertising and promotion, the marketing of 1,000+ person events, and print campaigns. In addition, I have a strong background in Adobe (Photoshop, Illustrator, etc.), Google Analytics and related Google tools, Salesforce and Hubspot (CRM & Marketing), Constant Contact, and various other mailing platforms. Mac & PC operating systems along with their internal suite of applications.

As a person who thrives in high-pressure and fast-paced situations, I strive for positive results through the application of my data analysis and ROI abilities. Additionally, I possess expertise in customer engagement and an aptitude for optimizing performance and motivating colleagues. In any position, I am able to visualize success and identify innovative and effective strategies for achieving it.

As stated earlier, prior to my role with Faded Spade, I worked at AdventHealth (formerly Florida Hospital) for seven years. My most recent role at AdventHealth was as the Assistant Director of Digital Marketing for the state of Florida. This role included over 30 hospital websites and multiple digital campaigns for each of the regions within the AdventHealth landscape from east to west coast. In that role, I managed a team of 12+ that handled the digital & marketing projects as well as communicating with leadership on current and new strategies, initiatives and objectives. My team also managed the implementation of all SEM, SEO, social media marketing and communications, email marketing, blogging, website development, print advertising, event marketing, multimedia development.

In this role, I directed the digital, content strategy, and development of multiple campaigns that accounted for over 1.5 million monthly users. I oversaw the execution and marketing to a database of over 2.5 million users and a yearly digital marketing budget of over \$2 million dollars. I regularly measured and optimized the ROI of each campaign and presented the financial return of those initiatives to the CEO, CMO, and Executive Director of Branding & Marketing.

I have enclosed my resume for your review and will follow up within the week to discuss any next steps in your hiring process. I appreciate your time and consideration of my candidacy.

Sincerely,



Michael Patrick Scott

Contact



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Statement

Motivated professional with team-building proficiency and extensive Digital Marketing & Strategy experience. As a person who thrives in high-pressure and fast-paced situations, I strive for positive results through the application of my data analysis and ROI abilities. Additionally, I possess expertise in customer engagement and an aptitude for optimizing performance and motivating colleagues. In any position, I am able to visualize success and identify innovative and effective strategies for achieving it.

Experience

- 2020 - Present

Faded Spade
Director of Business Development
 - Responsible for identifying and implementing profitable business opportunities with a focus on customer acquisition.
 - Implemented account management plans to ensure project goals are met and are easily ready to pivot if necessary.
 - Continuous research on emerging trends in order to recommended new opportunities to satisfy customer and business needs.
 - Presented business and marketing opportunities to company executives and management to help grow the bottom line and increase user engagement and brand reputation.
 - Established and managed strategic partnerships to grow business.
 - Developed and executed strategic planning, marketing, social, sales, e-commerce, partnership, and operational initiatives.
 - Built and maintained relationships with both sales and marketing, vendors, distributors, and customers.
- 2017 - 2020

Scower Brands
Director of Marketing & Strategic Initiatives
 - Directed all strategic marketing efforts with a primary focus on digital (AMS, AAP, Social & SEM) and the Amazon platform in order to drive product sales.
 - Negotiated pricing and sourced products from International and U.S. suppliers in order to maintain a positive return and keep up with the changes within the market.
 - Researched and monitored marketing trends within specific seller categories in search of new product opportunities.
 - Developed daily reporting of sales trends and product performances to influence product pricing strategies to increase profits and ROI.
 - Coordinated and approved budgets for product development, marketing, overhead, and growth.
- 2014 - 2017

AdventHealth (Florida Hospital)
Assistant Director of Digital Strategy & Marketing
 - Strategic development and tactical execution of multiple centralized digital marketing campaigns with an average lead generation of 5:1, lowering patient acquisition costs by more than 40%.
 - Supervised staff of 10+ representing expertise in social media, search engine, email and display marketing, analytics data analysis as well as user experience and design.
 - Managed more than \$1.5M in marketing and advertising budgets which was operationalized by both internal and external teams when workload required additional support.
 - Developed overall strategic plan for the growth of the digital platform and facilitated technical spec studies for social media, email, and analytics vendors.

Contact



Strengths by StrengthsFinder

Analytical	Restorative
Strategic	Individualization
Futuristic	Command
Ideation	Realtor
Significance	Competition

Areas of Expertise

Digital Marketing Strategy
B2B & Consumer Marketing
Management & Leadership
Mentoring & Coaching
Lead Funneling & Nurturing
Email Marketing
Online Event Planning
User Experience Strategy
Business Intelligence Automation
Data Reporting & Visualization
Budget Management
Analytics & Tracking
Content Creation
Multi-variant Testing
Adobe Suite & Design (Digital & Print)
Microsoft Suite

Certifications

Google Ads Certified
Google Analytics Certified
Google Digital Garage Certified
HubSpot Content Marketing Certified
HubSpot Inbound Marketing Certified
Bing Ads Certified

Education

Computer & Electronic Technology
CVCC, Lynchburg, VA
2001-2003

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Experience Continued...

2014 - 2017

AdventHealth (Florida Hospital)
Assistant Director of Digital Strategy & Marketing

- Created systematic ROI reporting for all targeted marketing campaigns for the system.
- Developed Business Intelligence dashboards and lead reporting of KPIs for all digital platform components used by over 25 hospitals.
- Analyzed complex scenarios and use creative problem-solving to turn challenges into profitable opportunities.
- Development of the new Florida Division provided the opportunity to parlay campaign strategies and initiatives throughout the entire state based on the successes of the Central Florida hub.

2013 - 2014

AdventHealth (Florida Hospital)
Digital Marketing Manager

- Developed a unification strategy that increased web traffic and a 500% growth in volume driving leads in 18 months.
- Expanded existing lead generation strategies to multiple additional service lines for statewide promotion and execution.
- Launched statewide social media strategy, tool implementation, and creation of best practices.
- Served as digital and user experience expert reviewing all agency proposals with web & digital components to align overall strategic marketing plan.

2009 - 2013

AdventHealth (Florida Hospital)
Digital Marketing Specialist

- Established and optimized campaigns on search networks as well as retargeting and display advertising among various ad networks.
- Monitored campaign activity daily (budget caps, impression share, quality score) to provide insight on creative copy improvements and optimize click-through and conversion rates.
- Developed and executed search engine marketing strategies and tactics.
- Served as a mentor and innovator to colleagues and leadership team, guiding and educating them on new approaches and strategies.

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