

Joe Scott

Marketing and Creative Professional

Highly creative and results-driven Marketing Professional with comprehensive experience producing written, graphic, video, and audio content as well as promotional deliverables in a variety of formats and media. Other areas of expertise include branding, traditional and social media marketing strategy and analytics, paid search, public relations, and project management. An exceptional communicator, capable of leading cross-functional teams of designers, artists, writers, photographers, and videographers to ensure the achievement of immediate and long-term company goals.

Experience

2019-04 - 2020-10 **Marketing & Public Relations Specialist**

Goodwill Industries of Central North Carolina, Inc.

- Produced external and internal marketing and public relations content for the donated goods, career service, and human resource divisions of a locally operated 501(c)3 non-profit, with 24 retail store locations in five counties.
- Developed new and exciting ways each week to establish the company's brand, utilizing copywriting, graphics layout, videography, data analytics, and social media strategy.
- Managed seasonal ad campaigns, including budgeting, graphics layout, copy, printed and digital assets, as well as community and business partnerships for back-to-school, Halloween, and Winter Holiday sales initiatives, resulting in an increase of sales over previous years.
- Developed business relationships with regional and national brands and media partners, including MGM Entertainment, local TV and radio stations, and social media influencers to create effective promotional and content marketing opportunities.
- Formulated public relations strategies to navigate the myriad of challenges posed by the COVID-19 pandemic, resulting in numerous positive earned media hits and winning the trust of both shoppers and stakeholders for a successful relaunch post mandatory shut-down.
- Conceptualized and project managed the *Masks for our Heroes* initiative, a partnership with local resellers and textile artisans to recycle unused fabric into more than 10,000 durable face-masks that were donated to medical and public service professionals.
- Increased sales leads via weekly Email marketing, social media planning, web design and press releases to consistently double weekend sales 1-2 weekends every month at selected stores and boost demand for job fairs resulting in beyond capacity attendance.
- Awarded a commendation from the City of Greensboro for the *Masks for our Heroes* initiative.

2007-08 - present **Marketing & Creative Director**

Mixed Tape Media (Self-Employed)

- Generated marketing and public relations strategies for locally owned companies and clients that include Ssalefish Comics, the Lexington Cinema, Carousel Cinemas, a/perture Cinema, ACME Comics, and Emma Key's Flat Top Grill.
- Built & Established Geeksboro, an innovative public events and food & beverage service company that hosted more than 200 conventions, concerts, e-sports tournaments, film screenings, parties, and meet-ups per year.
- Led a team of more than 40 designers, videographers, photographers,

Personal Info

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Marketing Portfolio

<https://www.joescott.work/>

Skills

Adobe Photoshop

Advanced

Adobe InDesign

Advanced

Copywriting & Content Creation

Advanced

Press Releases

Advanced

Project Management

Highly Skilled

Social Media Marketing & Strategy

Highly Skilled

Video Production and Editing

Highly Skilled

Marketing & Branding

Highly Skilled

community leaders, and regional thought leaders to brainstorm and develop marketing and programming initiatives to ensure maximum impact in accordance with evolving industry and technology trends.

- Collaborated with high-profile clients including Welcome to Night Vale podcast, the Carolina Theatre of Greensboro, Marvel Comics' Erica Henderson, Troma Entertainment's Lloyd Kaufman, Greg Sestero, and Harry and the Potters.
- Coordinated events such as movie premieres, fan conventions, sporting events, e-sports tournaments, and film festivals that attracted up to 3,600 attendees.
- Awarded Triad Business Journal's "40 Business Leaders Under 40" in 2017.

2006-07 -
2012-06

Features Writer & Critic

News & Record

- Wrote and edited weekly cover stories and features articles based on a diverse array of artists, entrepreneurs, and community leaders for the *Life* section, the weekly *GoTriad* entertainment magazine, and special yearly publications devoted to Downtown Greensboro.
- Wrote more features per year that were selected as cover stories than any other regular contributor at *GoTriad*.
- Generated supplemental digital and video content for *News & Record's* website (www.news-record.com) to enhance engagement and user experience.
- Traveled to Los Angeles and Washington D.C. while on assignment for *News & Record*.
- Booked and conducted interviews with internationally recognized celebrities including Will Ferrell, George Clooney, Jamie Foxx, Renee Zellweger, and John Krasinski.

Microsoft Office (Word, Excel, PowerPoint, & Outlook)

 Highly Skilled

Multitasking & Time Management
 Highly Skilled

Leadership & Staff Training
 Highly Skilled

Event Coordination
 Highly Skilled

Education

2003-08 -
2006-05

University of North Carolina at Greensboro (UNCG)

Features and Life Editor of campus newspaper, *The Carolinian*

News Director of campus radio station, *WUAG 103.1 FM*

Resident Advisor for 2 Years