

SCOTT DANIEL LYSZ.

scottdaniellysz@gmail.com

1206 Harbrooke Ave. Ann Arbor, MI 48103

OBJECTIVE ►

To obtain a fast-paced challenging position in Marketing / Advertising where I can apply my experience and drive for creative solutions, while providing value to both team members and the long-term goals of a company that excels in critical thinking, problem solving, and leadership.

EXPERIENCE ►

Marketing Manager

Sept 2014 - Present

JumpQ - Mobile Application - Ann Arbor, MI/Windsor, Canada

Created and implemented the development of digital advertising initiatives, print marketing materials, and sales support materials. Managed a student marketing team for extending brand outreach and consumer footprint. Worked with developers to improve the user interface, security features, functionality and aesthetics. Lead the development of cross-platform marketing initiatives through the use of interactive video and social networking. The implementation of our 2015 marketing campaigns resulted in two levels of funding from the Canadian government, including monetary compensation for bringing JumpQ to the United States in 2016.

Marketing Coordinator

Apr 2015 - May 2016

Xoran Technologies, LLC - Ann Arbor, MI

Reporting to the Director of Marketing, I lead the creation of all advertising campaigns for Xoran Technologies, an industry leading medical technology company. I created and implemented a company-wide branding initiative including the first-ever tracking of all marketing materials through unique URLs and CRM. Assisted in the development of marketing strategies for the launch of two new products in 2016. Performed the duties of a copywriter, including graphic design and the development of creative content.

Technical Writer / Client Relations

Oct 2012 - Apr 2015

Hudson Legal Group, P.C. - Ann Arbor, MI

Developed petition strategies through a detailed understanding of complex data and research subjects in myriad of fields (Material Science, Cosmology, Oncology, etc.). Analyzed data including impact factors, citation averages, and field citation climates to support legal arguments.

Head Writer

Oct 2010- Sept 2012

SideWays Comedy - Ann Arbor, MI

Leading a team of writers in the creation of content for three internet TV stations and two comedy groups. Writing efforts featured on national TV and Late Night with Jimmy Fallon.

EDUCATION ►

B.A. English - Applied Linguistics

2008 - 2011

University of Michigan - Ann Arbor, MI

Grants / Scholarships (Phi Theta Kappa, MI-Grant)

Mentored Applied Linguistics/Creative Writing Focus

ACCOLADES ►

Sales & Marketing

Exceptional track record in sales, marketing and promotions, including the creation of viral video content with social media promotions for YouTube Stations: BrianRandenTV, Bath Boys Comedy, and Comedy of Eras with over 14.5 million views worldwide.

Writing

Received national recognition for writing through NBC, The Huffington Post, The Michigan Daily, ABC News and Comedy Central.

SKILLS ►

Marketing Aptitudes

Brand Storytelling	
Marketing Strategy	
Customer Service	
Digital Marketing	
Data-Driven Publishing	

Software Proficiencies

Google (Analytics, Docs, Slides, Sheets), Adobe (Photoshop, InDesign, Premier), Microsoft (DOS, CMD, Word, PowerPoint, Excel), Basic HTML, Wordpress, MailChimp, Cinema4D, and Boujou.

CONTACT ►

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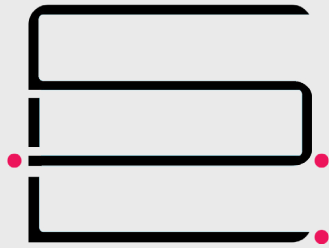
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