

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 ▶

Creative Marketing Manager

Aug 2016 - Present

NuArx, Inc - Southfield, MI

Reporting to the Vice President of Marketing, I have lead the creative direction of all copy work, marketing materials, and user-interface design for web technologies. My work has included the ground-up development of print and digital collateral, company-wide branding, as well as the redesign of the company website. So far my efforts have been utilized to market PCI securities products to our exceptionally wide customer base, including exclusive franchise clients such as Little Caesars, Jimmy Johns, Wendy's, Burger King, Wireless Zone, Five Guys Burgers and Fries, and McKesson International.

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. 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.

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 (print & digital). I created and implemented a company-wide branding initiative including the first-ever tracking of all marketing materials through unique URLs and CRM. 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.

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	<div style="width: 100%;"><div style="background-color: red; height: 10px;"></div></div>
Marketing Strategy	<div style="width: 100%;"><div style="background-color: red; height: 10px;"></div></div>
Technical Writing	<div style="width: 100%;"><div style="background-color: red; height: 10px;"></div></div>
Digital Marketing	<div style="width: 100%;"><div style="background-color: red; height: 10px;"></div></div>
Data-Driven Publishing	<div style="width: 100%;"><div style="background-color: red; height: 10px;"></div></div>


Software Proficiencies

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

CONTACT ▶

 scottdaniellysz.com

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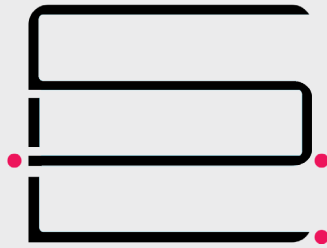
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