

SCOTT DANIELLYSZ.

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2255 Blueberry Lane | Ann Arbor, MI 48103

OBJECTIVE ►

To prepare businesses for the current digital marketing landscape, placing emphasis on big data, data driven attribution and trackable ROI.

EXPERIENCE ►

Director of Marketing | Global

May 2019 - Present

A&D Technology - Ann Arbor, MI

Developing a road-map of best practices for global marketing, branding, and web development with an emphasis on the utilization of UX and Analytics to drive ROI. My direction leads the implementation of digital marketing strategies and branding across A&D subsidiaries in 12 countries and 20 offices with revenues approaching \$1 billion U.S. As a full-stack creative developer, I have lead the development of the entire A&D website, all print and digital collateral, video, trade-show displays, email marketing campaigns, social media directives, and branding initiatives.

Associate Creative Director

Jun 2018 - May 2019

NuArx, Inc - Southfield, MI

Leading the full-stack creative development of all print and digital advertising campaigns and collateral. The a strong emphasis on big data utilization, this work included the complete development of the NuArx website, SEO, UX, UI, video creation, messaging, branding initiatives and B2B marketing. NuArx clients include multiple Fortune 500 companies.

Creative Marketing Manager

Aug 2016 - Jun 2018

NuArx, Inc - Southfield, MI

Reporting to the EVP of Marketing, my team lead the creative direction of all branding initiatives, web development, and marketing materials. Specifically, my work included the ground-up development of all digital campaigns, print campaigns, trade show designs, branding initiatives, slogan creation, collateral and web development, SEO & SEM. These efforts were utilized to market SaaS products to our exceptionally wide customer base.

Marketing Manager

Sept 2014 - Aug 2017

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

Created and implemented the development of digital advertising initiatives, print marketing materials, and sales support materials to market SaaS. Lead the development of cross-platform marketing initiatives through the use of interactive video and social networking.

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 digital marketing UX and video creation, including the creation of viral video content 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 Forbes Magazine, NBC, The Huffington Post, The Michigan Daily, ABC News and Comedy Central.

SKILLS ►


Marketing Aptitudes


SEO	<div><div></div></div>
Marketing Strategy	<div><div></div></div>
Digital Marketing	<div><div></div></div>
Technical Writing	<div><div></div></div>
Data-Driven Publishing	<div><div></div></div>


Software Proficiencies

Google (Analytics, Search Console, AdWords), Adobe Suite (Photoshop, InDesign, Illustrator, Premier, After Effects), Wordpress, Salesforce, Pardot, Microsoft Suite, Basic HTML, and Cinema4D.

CONTACT ►

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