

# SCOTT DANIEL LYSZ.

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To whom it may concern,

My name is Scott Daniel Lysz (Lish), I am a creative marketer with a passion for all things data driven with a specific focus on funnel growth exploration and brand identity creation. I have worked in the marketing field for over 10 years and am proud to have helped many companies develop brand identities and define GTM strategies, while working to develop positive company cultures that have fostered growth.

I'd prefer to start things with a bit of informality; presenting my background that you can't rightfully gather from my resume alone. I can outline how I'm a thought leader or brand ambassador, but these are just buzzwords. Who I really am is someone who believes strongly in enjoying what I do and how I do it. Meaning, I care about the quality of lives of those I work with. I believe that strong communication of expectations is the key to a focused, happy and driven staff. I believe that the people who are willing to go the extra mile, are the ones concerned with doing what's best for the team. It is my goal at any company that I'm a part of, to make it better. To drive revenue. To unite teams. To laugh a little. To share. To write in phrases. If I'm coming into a role, I am bringing positive interaction and developing staff to exceed expectations. If your company isn't interested in culture fits and positive team dynamics, I am not a good fit.

Currently, I am the Chief Marketing Officer at ShortPoint, a best-in-class design software for SharePoint. At ShortPoint, I have led all creative direction, strategic growth projects and company identity creation, including developing branding and even going on shoots to dress as a bear. Yes. I did that. I've never looked better. I could not be more proud of my work at ShortPoint, nor could I be more proud of the product and the teams that created it. I currently lead teammates in the UAE, Nigeria, Ukraine, Germany, Poland, Spain and the Philippines (Loom and Zoom are assets). We are poised for acquisition and if you ever need recommendations for people in any of these geographic areas or in the fields of content creation, design, website development or marketing, I would be honored to give any of them a strong recommendation.

A little more insight into my processes, I pride myself as being both a leader and contributor. I am a full-stack creative designer and SEO strategist. I both understand creative mentorship as well as execution. I have been working in Google products for over ten years (GA, GAds, TM, GSC, etc) and work to define and understand customer traffic, sources and growth funnels. Although my approach is always creative, it is also always backed by data. I do not guess. I evaluate competitors, position companies based on best practices and pivot and adapt to grow. I position the marketing budget to reinforce marketing activities, not to define them.

My work has poised several companies for large market share gains and several others towards acquisition. I am interested in helping companies create an identity or push their brand to new heights. I love to move, but only upward. I'm looking for a new place to call home. I believe I can offer a high level of value correlated to your long term goals and I would love the opportunity to discuss why I may be a good fit.

Thank you for your consideration,

**Scott Daniel Lysz**

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## OBJECTIVE

Help new and established businesses design and implement best practices for marketing, brand identity creation and digital strategy, with an emphasis on data-driven attribution and funnel exploration.

## EXPERIENCE

### Chief Marketing Officer

Nov 2021 - Present

**ShortPoint** - Ann Arbor, MI & Dubai, UAE

Fostering a creative and positive working environment, I lead the design, content, development and marketing teams in the creation of all marketing assets and practices with a focus on funnel improvements for paid, organic & AI driven search channels with an emphasis on ROI, ROAS and GTM strategy. Working in the B2B SaaS industry, I led the creation of viral product videos and growth hack projects to drive brand awareness while competing against companies with 20x ad spend. My work with ShortPoint has led three straight years of revenue growth, posting the largest fiscal numbers in the company's 10+ year history and we have overtaken several competitors in the field to become a premier intranet solution for Fortune 500 companies.

### Director of Marketing | Global

May 2019 - Nov 2021

**A&D Technology** - Ann Arbor, MI

I developed a road-map of best practices for global marketing, branding, and web development with an emphasis on data driven attribution and the utilization of UX and analytics to drive ROI. My direction led 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 designer and marketer, I led the development of all marketing materials (print & digital) including the A&D website, digital ad campaigns, video, tradeshow designs, email campaigns, social media directives, and branding initiatives, with an emphasis on direction and mentorship.

### 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. With 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 led 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

### Writing

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

## CONTACT

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