

SCOTT DANIEL LYSZ.

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To whom it may concern,

My name is Scott Daniel Lysz, I am a leader in the field of creative marketing, with a passion for all things data driven; specifically, with a focus on funnel growth exploration, brand identity creation and digital marketing. I have worked in the field of B2B SaaS marketing for over 12 years and am proud to have led a multitude of diverse talents across teams in marketing, content creation, design and development.

Throughout my career, I have helped many companies develop brand recognition and define digital marketing strategies, while working to enshrine positive company cultures that have fostered growth. I have a passion for all things data and pride myself on my ability to offer constructive and creative solutions that are backed by data insights. My work in forecasting and performance metrics has allowed me to not only provide educated recommendations, it has allowed companies to adjust and define strategies based on their effectiveness, in real time.

Beyond creative marketing and data-driven attribution, I believe in leadership, mentorship and development. I am hands-on in each role as a full stack creative developer and SEO expert. I understand the demands of creative and development roles and am experienced in helping team members balance workloads and work-life balance. It is my goal to improve at each turn, helping my teams push the company to get better, to drive revenue, to improve conversion rates and to continually evolve. If I'm coming into a role, I am bringing positive interaction and developing staff to exceed expectations.

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 branding development, GTM for new products and viral video creation strategies. 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 United States, UAE, Ukraine, Germany, Poland, Spain and the Philippines. Together my teams for design, development and content creation have poised ShortPoint for the third straight year of exceptional growth, as we aim towards acquisition in Q1 of 2025.

Regarding my proficiencies, I am tenured in data-driven forecasting, GTM for new products, SEM with an emphasis on ROAS, and competitive market research. A little more insight into my processes; I pride myself as being both a leader and contributor. I have been working in Google products for over ten years (GA, GAds, TM, GSC, etc) and focus my efforts to define customer traffic, sources and growth funnels through a detailed understanding of what works and what doesn't. Although my approach is always creative, it is also always backed by data. I evaluate competitors, position companies based on best practices and pivot and adapt to grow. I am a firm believer in positioning the marketing budget to reinforce marketing activities, not to define them.

I am humble in saying that my work has poised several companies for large market share gains and several others towards acquisition. Based on my skill set and experience, I believe I can offer a high level of value correlated to roles in the area of marketing leadership, specifically as it pertains to B2B and SaaS offerings, and I would love the opportunity to discuss more about my background and how I could add value to your company.

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; & Lviv, Ukraine

Fostering a creative and positive working environment, I led the design, content, development and marketing teams with a focus on funnel improvements for paid, organic & AI driven search channels. In addition, I led all SEM & SEO strategies with an emphasis on ROAS and ROI for GTM. Working in the B2B SaaS industry, I led the creation of 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. During this time ShortPoint has overtaken several competitors in the field to become a premier intranet solution for millions of users, while adding several Fortune 500 companies to our client list.

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 SEM with an emphasis on data driven attribution and the utilization of UX and analytics to drive ROAS. 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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