



SCOTT COLLIER

CREATIVE | MARKETEER | DESIGNER | DEVELOPER

PROFESSIONAL SUMMARY

I am a results-driven marketing manager with over 18 years of experience, dedicated to developing and executing strategies that enhance brand awareness and boost sales. I have a proven track record of success, including increasing website traffic by 20%, reducing cost-per-click by 15%, and improving lead conversion rates by 30%. My expertise in SEO, SEM, and social media marketing has enabled me to develop and implement effective campaigns that has consistently driven impactful and measurable results.

WORK HISTORY

Contract Marketing and Design Consultant

AUSTIN, TX - MARCH 2023 - CURRENT

- Utilize experience and vast skillset to help companies with marketing campaigns, design and development of digital and print collateral and help drive revenue strategies for maximum potential.
- Prepare original and relevant options for clients customized to individual requirements.
- Increased referral rates through exceptional customer service and communication skills.
- Prepare strategies and propose concepts for client approval.
- Develop innovative design concepts to meet clients' unique needs and preferences.

SR. Marketing Manager

Rules-Based Medicine, a Q² Solutions Company

AUSTIN, TX - JANUARY 2018 - MARCH 2023

- Led the design and execution of marketing concepts, ensuring consistent brand identity across all platforms.
- Utilized analytics for data-driven decisions, optimizing campaigns and improving ROI.
- Boosted customer loyalty and conversion rates through targeted email campaigns, promotional events, and sales materials.
- Formed strategic partnerships and organized trade shows to expand market share and generate leads.
- Conducted competitor analysis and managed vendor relationships to stay competitive and within budget.
- Applied SEO, SEM, and online marketing strategies to enhance website visibility and traffic.
- Managed numerous projects, marketing campaigns, and social media efforts, consistently meeting revenue targets and increasing engagement.
- Coordinated with creative teams to produce high-quality marketing collateral.

CONTACT

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STRENGTHS

Marketing and Strategy:

- Multi-channel Marketing
- Strategic Planning
- Advertising/Marketing Campaigns
- Brand Development
- International Marketing
- Customer Acquisition
- Lead Generation / MQLs and SQLs
- Content Strategy

Data and Analytics:

- Marketing Analytics
- Data Analytics and Analysis
- Web Analytics
- KPI Tracking

Optimization and Management:

- Search Engine Optimization
- Campaign Management
- Project Management
- Budgeting and Allocation

Leadership and Collaboration:

- Sales/Marketing Leadership
- Cross-Functional Collaboration
- Teamwork and Collaboration
- Creative Direction

Skills and Traits:

- Competitive Analysis
- Organizational Skills
- Excellent Communication
- Attention to Detail

Software Proficiencies:

- Salesforce.com
- Pardot
- Hubspot
- SEM Rush
- Adobe Creative Suite
- WordPress
- Microsoft Suite
- ChatGPT/OpenAI
- Social Media Platforms

Consultant - Marketing / Designer / Developer

JANUARY 2016 - JANUARY 2018

- Designed marketing strategies, digital marketing campaigns, website development and optimization for many companies here and abroad.

CREATIVE DIRECTOR

Ancillary Health, LLC (Spinoff of PreDiabetes Centers)

DECEMBER 2015 - DECEMBER 2017

- Facilitated launch and brand spinoff; created collateral within the company's brand standards.
- Developed a complex customer portal with multi-level user access which controlled content visibility.
- Implemented content development of communication; email drip campaigns to targeted market.

ART DIRECTOR

PreDiabetes Centers - Now Texas Metabolic Centers

DECEMBER 2011 - DECEMBER 2015

- Worked with a talented team of marketers and creatives responsible for the design, development and execution of marketing/advertising ideas and concepts.
- Responsible for sourcing, shaping, and implementing lead development and nurturing strategies.
- Implemented data-driven designs, resulting in more effective marketing materials.
- Collaborated with stakeholders to define project vision and ensure alignment with business goals.
- Negotiated contracts with vendors and suppliers to establish timely delivery of materials and achieve mutually beneficial agreements.
- Developed comprehensive style guides to maintain brand consistency across all channels.

CREATIVE DIRECTOR

Biophysical Corporation

AUSTIN, TX - JANUARY 2005 - JANUARY 2015

- Developed and enforced company brand consistency in B to C environment.
- Worked with team to brand and market novel products in personalized medicine.
- Collaborated with top marketing and ad agencies to develop messaging for brochures, video collateral and PR related events and maintain brand consistency across campaigns.
- Worked directly with the producer and team who brought Biophysical to the multiple episodes of *The Oprah Winfrey Show*, *The Dr. Oz Show*, *The Biggest Loser*, and *The Doctors*. My creatives featured on each show.
- Developed artistic visuals while working within defined brand constraints.
- Utilized industry-standard software to design layouts and create storyboards for visual presentations.

CREATIVE DIRECTOR

Rules-Based Medicine (RBM) | MyriadRBM

JANUARY 2005 - JANUARY 2012

- Developed and managed marketing collateral for the Business Development and Executive Management teams; solidified brand recognition with design, development, marketing and advertising strategies.
- Introduced and implemented Salesforce.com's powerful CRM platform to RBM and was responsible for team who built the foundation in a complex business environment.
- Responsible website design and development including content strategy, novel applications, and SEO strategy.
- Worked directly with lead BDs to help build strong relationships with customer decision makers.
- Lead the re-branding initiative of MyriadRBM after Rules-Based Medicine was acquired by Myriad Genetics.

EDUCATION

Lamar University (Pi Kappa Alpha - Chapter Public Relations Chairman 1992-1994)

International Fine Arts College, Miami (Now Miami University of Art and Design)