

Thom Scott

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Strategic Marketing Communications Executive

Creative marketing communications executive with proven success managing a diverse range of projects from vision and strategy to execution and delivery in a variety of corporate and entrepreneurial environments.

Versatile and pragmatic leader with extensive experience designing solutions that overcome organizational and budgetary constraints to deliver successful results.

Positive, intuitive professional with a strong record of results in highly diverse industries - professional services, hospitality, healthcare/insurance, education, publishing, associations, events and manufacturing - both business-to-business and consumer.

Areas of Expertise

- Strategic Planning
- Branding
- Social Media
- Digital Marketing
- Communications
- Advertising/Direct Mktg.
- Public/Investor Relations
- Content Marketing
- Strategic Relations
- Creative Direction/Writing
- Event Design/Promotion

Career Highlights

- **Veritas Press** - Re-branded company to expand its market relevancy and developed strategic alliances and targeted promotions to grow its most profitable, self-paced course unit sales by more than double year-over-year.
- **Burg-Scott Communications** - Created and managed book launch campaign for less than \$10,000 that landed **The Go-Giver** on the *Wall Street Journal* and *Business Week* bestseller lists resulting in sales of more than 500,000 copies worldwide to date and the foundation of an enduring brand for its author, Bob Burg.
- **Workflow Management** - Instituted Investor Relations and Corporate Communications departments and successfully managed the marketing integration of new business units as the company grew from \$280 million in annual sales to over \$560 million through acquisitions and organic revenue increases.

Professional Experience

Veritas Press / Lancaster, PA (K-12 Educational Publisher and Online K-12 Academy) / June, 2012 - June, 2014

Vice President of Marketing

- *Directed re-branding of corporate identity and messaging to present an integrated image for the curriculum and academy divisions, simplify the message and appeal to a broader segment of the Christian homeschool marketplace.*
- *Increased new and recurring sales through social media - without paid advertising*
- *Created and managed promotions and strategic relationship strategies to grow the most profitable product line by more than double from 2013 to 2014.*
- *Managed and directed the re-design of Magento shopping cart system to more effectively sell curriculum.*
- *Directed the re-design of the positioning section of the company catalog to present a more focused message and calls-to-action and contributed to the simplification and re-design of the internal product pages.*
- *Expanded strategic relationship with 3 top industry retailers to resell electronic courses in addition to curriculum.*

Thom Group Marketing / Winter Garden, FL (Marketing for Authors, Non-Profits and SMB) / 2010 - 2012

Principal

- *Created an innovative and successful social media crowd-sourcing initiative for the Florida Parent Educator's Association - increasing audience with volunteer help and part-time monitoring from one paid staff member.*
- *Developed the messaging and social media platform for 6 business authors - increasing their audience size and credibility through social media and bestseller campaigns.*
- *Created several marketing guides for new media tools and delivered speeches and workshops teaching digital marketing and social media for business.*
- *Wrote opening section of Veritas Press product catalog resulting in the offer of an in-house position.*

Burg-Scott Communications, Inc. Jupiter, FL (Professional Education Company) 2005 - 2010

Managing Partner

- Launched *The Go-Giver* to become a top ten **Business Week** Bestseller, **Wall Street Journal** Bestseller and **Amazon** Bestseller - selling over 350,000 copies in the first year and over 500,000 copies to date.
- Increased online product sales by over 30% and speaking engagements by over 70% while increasing fees by 50%.
- Created a nationwide partnered workshop series of 32 events - increasing revenues without additional infrastructure.

Slender Life International, Inc., Boca Raton, FL (Start-up Weight Loss Salon Franchise) 2003 - 2005

President 2004 - 2005, Director of Marketing 2003 - 2004

- As Director of Marketing, helped Slender Life develop business at test location and prepare for sale of franchises.
- Increased annual sales by 27% year-over-year at the flagship location.
- Appointed President by Board following financial impropriety of overseas venture capital group and tasked with the orderly dissolution of the company and negotiation with FBI and Grand Jury during one-year investigation.

Workflow Management, Inc. Palm Beach, FL (Public Company - Print Manufacturing) 1998 - 2002

Vice President, Corporate Marketing 2000 - 2002, Director of Investor Relations 1998 - 1999

- Created a cohesive brand identity for Workflow Management - from over 17 acquired businesses in 3 divisions.
- Wrote all investor relations materials - from CEO speeches and annual reports to ongoing press releases.
- Spearheaded marketing and communications integration for 8 Workflow acquisitions within 2 years.
- Designed and produced 3 annual reports, annual shareholder meetings and an "investor road show."

Early Career History Highlights

Adjunct Marketing Instructor - Art Institute of Fort Lauderdale
 Director of Marketing - Screen Graphics of Florida/Fort Lauderdale
 Creative Director - Solutions Advertising/Fort Lauderdale
 Sr. Art Director - TRG Communications/Philadelphia
 Designer - Devon Direct Mktg./Philadelphia

Honors/Awards/Affiliations/Publications

Amazon Top 100 Bestseller List 2008, 2009 & 2010
 Amazon Top 10 Bestseller List 2008
 Wall Street Journal Bestseller List 2008
 Business Week Bestseller List 2008
 APEX and ARC Awards (for Annual Report) 2000 & 2001
 Direct Marketing Association Gold Award 1989, 1990 & 1991
New Marketing Safari - Author - release date 12/30/14
100% Employee Engagement Guaranteed - co-authored with Ross Reck and Tracy Myers - release date 1/22/15
Board Member - Lancaster Academy for the Performing Arts: 2013 - Present
President - Christian Chamber of Commerce Intl. - 1997, **Board** - 1995-1997

Education/Professional Development

Rushmore University (unaccredited, professional development MBA) - 2001
 Art Institute of Philadelphia - Degree in Marketing Design - 1988
 Messiah College - President's Scholarship - Radio, TV and Film major - 1984-1986

"Thom is truly an outstanding individual of high integrity and has one of the strongest work ethics I've ever seen ... he went well above and beyond what he had initially agreed to do --and kept me informed every step of the way. The program was a success largely because of his individual efforts, his keen sense of what works and what doesn't in a marketing campaign, and his incredible attention to the little details that make a big difference in the outcome of a marketing program. He's very bright and has superior knowledge of marketing and promotions."

Vicki Kunkel - Bestselling Author and Chief Content Officer - **Perform Smart Digital**

More endorsements available on [LinkedIn.com/in/CoachThom](https://www.linkedin.com/in/CoachThom)