

SCOTT MACDONALD



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PROFILE

Academic and professional background in communications, advertising, public relations, editing, public speaking and foreign languages. Strategic and creative thinker skilled in management, planning and research.

EXPERIENCE

Owner/Partner Mito Creative House, Salt Lake City, UT -- August 2007-Present

- ❖ Consult, plan and strategize on web, interactive, PR and other marketing efforts for various clients
- ❖ Manage production, transcribing, editing and proofing 100+ books. under high pressure deadlines
- ❖ Manage team of 20+ individuals virtually and in-person

Marketing/P.R. Manager, YouPublish.com, Salt Lake City, Utah -- July 2008-June 2009

- ❖ Manage team of 4 individuals (both virtually and in-person), create, develop and implement public relations and traditional/guerilla/viral marketing strategies and tactics improving and driving visitors and customers to site
 - ❖ Tracked strategy & tactic success by means of Web analytics via Google Analytics and Firefox SEO
- ❖ Create and write weekly newsletter and blog (manage and distribute email list of more than 11,000 recipients)
- ❖ Write, edit, produce and shoot series of how-to videos for YouPublish Web site

Account Coordinator, ThomasArts, Farmington, UT -- January 2007-June 2008

- ❖ Managed and planned national, integrated recruitment campaign for a Fortune 21 Company, overseeing:
 - ❖ Development and implementation of Web sites, direct e-mail response blasts (to 500,000+)
 - ❖ Development and production of brochures, direct mail, newspaper and other collateral pieces
 - ❖ Creation and management of an FTP site used by 100s of brokers across the country.
 - ❖ Created Data Base tool that compares current and historical of our client and its competitors nationally, by market and/or by county
- ❖ Perform expert analysis, planning, brand strategy, research, proof reading and more for diverse clients

Mac Specialist, Apple Inc., Salt Lake City, UT -- June 2010 - Present -- December 2005-September 2007

- ❖ Provide complete and appropriate solutions for every customer by utilizing retail sales and customer service skills
- ❖ Have the ability to teach and demonstrate all things Apple to all levels of experience
- ❖ Maintain knowledge of current promotions, trends, merchandise features, store inventory, policies and procedures

EDUCATION

- ❖ Master's Degree in Integrated Marketing Communication, West Virginia University, WV, July 2007
 - ❖ Creative Strategy Major
- ❖ Bachelor's Degree in Mass Communication, University of Utah, December 2005
 - ❖ Emphasis in Public Relations and Italian

SKILLS, HONORS, OTHER

- ❖ Fluent in Italian and proficient in Spanish
- ❖ Proficient with: Microsoft Office, DreamWeaver, Quark Express, iLife '09, iWork '09, Mac OSX, Windows OS
- ❖ Skilled in writing, editing, proofing and public speaking, skiing, tennis, and more
- ❖ Member of Phi Theta Kappa International Honor Society
- ❖ Dean's List, University of Utah and Utah Valley State College
- ❖ Eagle Scout award recipient, Boy Scouts of America
- ❖ References provided upon request