

Samuel Scott

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Global Speaking



How to Integrate PR into SEO Strategy

Begins October 7 at 10:30am PDT – Presented by Samuel Scott

Samuel Scott, the Senior Director of SEO & Digital Marketing at The Cline Group, will discuss how traditional public relations is the best way to build brand awareness and earn quality, authoritative backlinks. He'll walk you through the process of goal identification, target market identification, messaging and positioning, media list creation, press release development, and pitching. Scott will also describe how to integrate SEO and PR best practices into a holistic, integrated marketing strategy.

Save your spot

[Moz webinar](#)

Certifications



Quoted By Publications Including



EDUCATION

Candidate for International M.B.A. / Executive M.B.A.

Bar-Ilan University, Ramat Gan, Israel

Suffolk University, Boston, Massachusetts

B.S. in Journalism

Boston University, Boston, Massachusetts, United States

EMPLOYMENT

Senior Director of SEO & Digital Marketing

March 2011 to present

[The Cline Group](#)

Directing the team responsible for **thousands of dollars in monthly retainers** from clients that hired us for SEO, inbound marketing, website content, PPC, and social-media marketing work

Composing client proposals and marketing strategies for potential and current clients

Increased organic search-engine traffic to a B2C website by **419%**

Increased organic search-engine traffic to a new affiliate website by **19,160%**

Increased B2B business leads from social media and PPC by **1,280%**

Increased B2B PPC landing-page conversion rate from **1% to 5%**

Lowered B2B cost-per-lead **from \$516 to \$45**

Increased monthly revenue from organic traffic to a new e-commerce site **from \$0 to \$4,300**

Founder and President

2006 to present

[SJS Consulting Worldwide](#)

Marketing various personal e-commerce websites

Working as an online-marketing consultant

Prior Marketing Experience

2008 to 2010

Copy Director, Confidential Boston SEO agency

Website Marketing Manager, Confidential forex website

SEO Content Writer, Confidential entertainment website

Prior Journalism Career in Boston and London

1999 to 2007

LANGUAGES

English (native speaker); Hebrew (proficient); French (basic)