

Samuel Scott



A former journalist and newspaper editor turned international SEO and digital-marketing consultant, Samuel Scott is a global speaker and crafter of strategic marketing campaigns that integrate both traditional and online marketing.

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Global Speaking



brightonSEO.

Certifications

- Google Analytics Individual Certification (Google)
- Mobile App Analytics Fundamentals (Google)
- Google AdWords Individual Certification (Google)
- Inbound Marketing Certified Professional (Hubspot)
- Hootsuite Social-Media Certification (Hootsuite)

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

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%**

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

Prior Journalism Career

1999 to 2007

Editor-in-Chief and Executive Director, Spare Change News (Boston)

Staff Reporter, The Boston Courant

Editorial Assistant and Freelance Reporter, The Boston Globe

Editorial Assistant, The Patriot Ledger (Quincy, Mass.)

Intern, TNT magazine (London, England)

LANGUAGES

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