

# Samuel Scott

 **KLOUT** 65  @samueljscott 5,303 followers  LinkedIn Pulse 5,212 followers

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

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Based out of Tel Aviv, Israel

## 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

### **Director of Marketing & Communications**

2015 to present

Logz.io

Creating and implementing a marketing and communications strategy for a new Israeli startup in the log analytics industry

### **Senior Director of Digital Marketing & Communications**

2011 to 2014

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

### **Digital Marketing & Communications Consultant**

2006 to 2010

Advised clients in numerous industries on the best practices in areas including website optimization, blogging, social media, and PPC

### **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 (studied for five years in school but still have a basic understanding)