

Samuel Scott



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.

sjscott80@gmail.com – il.linkedin.com/in/samueljscott – www.samueljscott.com

Based out of Tel Aviv, Israel

Global Speaking



Has spoken to audiences in four countries on three continents

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)