

# Samuel Scott

**KLOUT** 65     @samueljscott 11,969 followers     LinkedIn Pulse 5,442 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



Has spoken to audiences in four countries on three continents

## Certifications

Google Analytics Individual Certification (Google) – Mobile App Analytics Fundamentals (Google) – Google Tag Manager 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)