

Scott Spjut

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CAREER SUMMARY

A marketing professional who has spent more than 12 years evolving with the marketing industry, I started my career writing dozens of SEO-driven blog posts each day (pre-Google Panda) and now lead and support holistic marketing efforts across multibillion-dollar organizations. I am looking to continue to evolve with the industry, as well as build on my 7 years of management experience by leading a team doing engaging, impactful work.

WORK EXPERIENCE

Assistant Vice President, Social & Digital Content Apr 2018 – Present

Fifth Third Bank

- Improved on-site content engagement metrics, exceeding both internal and industry benchmarks
- Centralized previously disjointed content, email and social marketing efforts, allowing us to produce more content (~200 per year) and streamline the internal process across lines of business
- Implemented SEO best practices into content development and optimization, gaining additional site traffic

Associate Content Director Nov 2013 – Apr 2018

Barefoot Proximity

- Audited hundreds of content pieces across various platforms for companies like P&G, ExxonMobil and Bayer to establish strong editorial foundation for content marketing programs
- Migrated content for ExxonMobil Sitecore update and consolidation across dozens of sites, establishing site structure and content organizations based on UX and SEO best practices
- Established editorial discipline, mentoring editors, copyeditors and social media managers
- Co-emceed annual agency party, engaged the crowd, made people laugh, rocked a bow tie

Content Development Manager/Sr. Writer Oct 2011 – Nov 2013

Unicity

- Launched corporate rebrand – a two-year, highly collaborative process, with my focus on corporate voice, mission and product naming – modernizing the brand
- Overcame communication and coordination barriers with siloed global offices (S. Korea, Thailand, Latin America, Europe), establishing processes for collaboration
- Wrote and ghostwrote speeches, video scripts and other communications for executive team

Writer, Corporate SEO Team May 2010 – Jul 2011

Professional Marketing International

- Improved SERPs by writing for websites and blogs, both internally and for clients
- Increased content production 20% by introducing and managing a guest posting initiative

Freelance and Part-time Writer/Editor Sep 2006 – Apr 2010

Various: Newsweek, L.V. Review-Journal, Tooele Transcript Bulletin, Leadership Excellence

EDUCATION

Bachelor of Arts in Communications: Print Journalism

Brigham Young University