

Zhe Scott

562-225-6760 | ms.zhelin@gmail.com

ECommerce Specialist

MIT graduate with a decade of experience spearheading marketing initiatives and driving over twenty million dollars in increased annual sales seeks growth opportunity. Previously led 200+ results driven digital marketing campaigns encompassing web development, web application development, SEO/SEM and social media marketing.

SKILLS

Programming

HTML 5, CSS, Java, IBM Rational Business Developer

SEO Optimization

PPC, Market Samurai, Blog Metrics, SEOBook, Xenu, Majestic SEO, Ahrefs

Social Media / Email Marketing

Twitter, Facebook, YouTube, Instagram, Social Oomph, MailChimp, Aweber

Audio Video and Graphic Design

Video Editing, MovieMaker, InkScape, Audacity

CRM

SalesForce

Adept with the MS Office Suite.

HIGHLIGHTS

- Successfully managed 65-90 clients and annual marketing budgets ranging from \$20,000 to \$500,000 per month
- Certified HubSpot Marketer
- On and off page SEO optimization for both eCommerce and Brochure websites that have resulted in improved SERP rank, Alexa ranking, and an increase in traffic on major search engines
- Positive, adept communicator with innate desire to go beyond the call of duty

WORK EXPERIENCE

TSQ Marketing

Independent Marketing Consultant

Present

Long Beach, CA

Sept. 2016 -

- Driving force at TSQ Marketing, serving as chief architect, strategist, and programmer
- Deliver consistent, trackable results in over 200 digital marketing campaigns in over 200 niches and industries
- Campaigns have incorporated Amazon SEO, Technical SEO and Shopify SEO in addition to link building, web development, and PPC

Notable clients in the following verticals: *Automotive, Retail, Medical, Beverages & Food, Home Improvement, Automotive, Education, Entertainment, Non-Profit, Technology, Insurance, Fashion, and*

Valley Economic Development Center

Program Coordinator

Sherman Oaks, CA

March 2018 to May 2019

- Responsible for providing technical assistance to companies to create jobs.
- Technical Assistance includes but is not limited to: leading website design workshops, building and marketing client websites through seo and social media marketing, presentations on progress, and reporting client data for grant compliance.

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- Over 100 Part time and Full time jobs created with over 5 Million dollars in revenue generated.

Swell Marketing *Marketing Manager*

Huntington Beach, CA
July 2015 - Sept. 2016

- Successfully managed \$44,000/month in search engine optimization marketing campaigns for Google, Yahoo, and Bing including PPC and paid social media ads
- Lead digital marketing strategies for both eCommerce and Lead Generation companies that result in 10,000s of keyword placements and cumulative millions in revenue for my clients

Swell Marketing (cont.) *Marketing Manager*

- Collaborated and manage cross functionally both internal employees and clients, ranging from internal writers and developers to c-level executive clients and business owners
- Extensive reporting on all Marketing KPI's to track progress and find challenges to be resolved to improve visibility

Norchem Corporation *Marketing Manager*

Los Angeles, CA
Jan. 2015 - May 2015

- Developed and implemented current digital marketing strategy, resulting in over \$5million dollars in leads
- Managed a \$200,000 marketing budget for tradeshow appearances, magazine ad buys, digital marketing, promotional items, and marketing collateral development
- Streamlined IT infrastructure and mitigated risks for data at the top of the funnel
- Utilized Salesforce for sales and marketing funnel management
- Configured and launched social media profiles (Instagram, LinkedIn, twitter, and Facebook)

Square Biz SEO Services *Marketing Manager*

Detroit, MI
June 2012 - Jan. 2015

- Created and launched SEO campaigns that considered identified areas for improvement for target website(s)
- Implemented the design of a new website around the needs of the content and meta tags that were being targeted
- Designed a social media plan to be launched upon completion of the website redesign and launch
- Utilized advanced Google Analytics features to track user behavior and sales
- Responsible for keyword analysis, copywriting, link building landing page, and SEO strategy
- Completed an audit of backlinks and content for optimization
- Developed and implemented a Server Optimization plan to get maximum results from the sitemap.xml files and the robots.txt

System Technology International *SEO Technologist*

Novi, MI
Aug. 2010 -

Feb. 2012

- Increased Revenue for Systems Technology International from 0 to \$500,000/year in sales
- Developed expertise in keyword analysis for PPC campaigns and organic search campaigns
- Utilized Market Samurai, SEBOOK, and numerous web developer plugins to evaluate hundreds of websites per month with website owners (C-level executives and entrepreneurs)
- Successfully applied Google Analytics, Google Places, and other Google Products to generate growth in web traffic
- Developed and implemented plans that increased website visibility and revenue from the internet
- Successfully closed clients in China, Belgium, India, and 20+ US states
- Supported clients with the use of HTML code

EDUCATION

Massachusetts Institute of Technology, Bachelor of Science
Management Science

Cambridge, MA

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University of Michigan Ann Arbor
Public Policy

Ann Arbor, MI

PROFESSIONAL ACCOMPLISHMENTS

Articles

Featured in “Southern California’s Black Chamber of Commerce Newsletter” published by The Southern California Black Chamber of Commerce, published by The President (2016)

Honors and Awards

Burchard Scholar Massachusetts Institute of Technology
Albert G. Hill Prize Massachusetts Institute of Technology

Radio/Podcasts:

Appeared as featured guest on “The Michael Muse Show” discussing Search Engine Optimization and Social Media Marketing hosted by Michael Muse (2016)

Trainer/Educator/Workshops/Classes/Panels

Spectrum International Hair Expo
Workshop Leader LAX
Workshop Topic: How to Engage, Sell, and Convert Like a Rockstar Online (2019)

Workshop Leader for Fab Fempreneuership Fest: Escondido, California
Workshop Topic: Websites That Convert Prospects into Customers (2018)

Workshop Leader for Nappywood: Los Angeles Natural Hair and Lifestyle Conference, executive produced by award winning filmmaker Regina Kimball
Workshop Topic: 99 Ways to Improve Your Marketing and Sales (2015)

Classically trained violinist with a love for Nina Simone and all things jazz.