

Scott J Decker

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7+ years professional experience working with business owners to leverage technical solutions – improving community engagement and bottom line. Passion for creative marketing, building business systems, and solving client problems with web technology. Exceptional planner, work manager, and communicator.

Technical Skills

CMS / CRM

- Wordpress
- Salesforce.com
- Constant Contact

Online Advertising Platforms

- Google Adwords
- Youtube
- Twitter
- Facebook

Ecommerce

- Amazon Seller Central / FBA
- Shopify, WooCommerce, etc.
- Web Data Scraping, Automated Population, and Mass Updates

Social

- Hootsuite
- Tweetdeck
- IFTTT
- Bluestacks

Languages

- Java
- JavaScript
- PHP
- HTML
- XML
- SQL
- VBA / VBScript

Tools

- MS Office / Project / Access / Exchange / SQL Server
- Pivot Tables
- Google Docs / Sheets / Slides

Adobe

- Premiere
- Dreamweaver
- Photoshop

Professional Experience

RockPosters.com, San Francisco, CA (2012 – Present)

Marketing and Technology Director for Vintage Poster Gallery

- Designed and launched image-rich ecommerce site with over 2000 items, mobile site / cart, order management, Amazon / Ebay integration, and sales dashboards
- Grew direct email marketing list from 800 to over 3000 subscribers
- Manage social campaigns and social team for Facebook, Instagram, Pinterest, and Twitter marketing efforts
- Turned historical worst sales month of the year into best sales month of the year through promotions and direct marketing

Onlinebizme.com, San Francisco, CA (2012 – 2014)

Technology Consultant for Internet Business Services Provider

- Drove all stages of sales, including prospecting, presenting, closing, post-sales support, and referrals
- Consulted with business owners to identify key needs around integration, marketing, and web technology
- Provided services including SEM, SEO, PPC, conversion tracking, analytics, mobile / site optimization

Love Therapy Center, San Francisco, CA (Jun 2013 – Present)

Marketing Manager for Family / Couples Therapy Center

- Managed PPC campaign that resulted in an increase in PPC conversions from 15% to 67% and overall marketing ROI changed from negative to positive
- Implemented automated client intake forms and records storage using Google Forms, Google Scripts, and Google Sheets
- Interviewed therapists and assembled lead generating “Free Report” and direct email list to establish sales funnel / repeat channel

Arnica & Ivy SF, San Francisco, CA (Mar 2013 – Nov 2013)

Marketing Manager for Union Square Spa

- Designed and launched mobile-optimized site with integrated online scheduling and payment systems
- Designed and launched membership program that improved bottom line and rewarded top customers
- Converted Groupon customers to direct customers through promotional giveaway cards and email subscription form

California Beer Festival, Novato, CA (Feb 2013 – Jun 2013)

Northern California Marketing Manager for Largest Beer Festival in CA

- Increased attendance by over 400% from previous year by managing local community marketing campaigns
- Built relationships with influential bloggers, Twitter celebs, Meetup managers, and local journalists
- Managed giveaways and contests to increase buzz and reach
- Posted event listings on all major event sites and local news sites

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Technical Skills (Cont.)

Keyword Research

- Google Keyword Tool
- Market Samurai
- Wordtracker

Project Management / ERP

- Cloud-based project planning, Gantt charts, budget planning
- Cloud-based resource management
- Complex project structuring with dependencies and set dates

Technical Writing

Engaging Content

- Fun
- Easy to read and scan
- Contains authorial voice

Forms

- Ads and marketing copy
- Keyword focused articles
- Blog entries
- Large works (reports)
- Large published works (books)

Education

B.S. Degree in Computer Science,
Rose-Hulman Institute of Technology,
Terre Haute, IN

- Lambda Chi Alpha Fraternity,
President, 2005-2006
 - Successfully lead chapter through rebuilding and renewal process
 - Fraternity established personal named scholarship in honor of service
- Cleveland Engineering Society scholarship recipient
- Rose-Hulman Board of Trustees academic scholarship recipient

Professional Experience (Continued)

Clarizen Inc., San Mateo, CA (2011)

Success Manager for Cloud-Based Work Management / Enterprise Resource Planning Provider

- 1000+ professional service hours billed to clients for custom project work and working sessions
- Managed success of over 200 key clients, proactively driving product adoption and implementation
- Supported director and executive teams with presentations, demonstrations, and technical Q&A
- Drove client meetings in-person and via webcast to overcome objections in pre-sales and upsell process
- Worked with PMO / CEO contact at new clients to ensure reporting needs were understood and met
- Adapted existing client reports to provide key metrics to managers and staff
- Acted as voice of the client internally – expanded standard reports and drove reporting team

TAARCOM, Inc., Mountain View, CA (2007 – 2010)

Outside Sales Representative for Technical Sales Rep (Lines included Lattice, Vicor, ATP, WTD) 2009-2010

- Managed and developed sales territory consisting of over 300 accounts and sales revenue of \$3MM(2009)
- Increased territory 74% (2010 vs. 2009) – 20% of growth from new designs at new clients

Database Programmer / Analyst for Technical Sales Rep (2007-2008)

- Designed, developed, and implemented forecasting, management, and analysis software with MS Access front-end and MS SQL Server 2008 back-end. Tool was used by sales managers and rep team at Texas Instruments to increase transparency and market analytics
- Worked with sales representatives to compile custom reports to analyze business, forecast business, and track parts throughout the supply and delivery chain

Major Publications

Marketing Book – *102 FREE and Inexpensive Ways to Leverage the Internet and Revolutionize Your Local Business* (Feb, 2013)

- Published and distributed book through Amazon Createspace for consumption via Print and Kindle
- Top 15% Amazon Books Best Seller Rank
- Contains 102 tips for local business owners to
 - Enhance / manage reputation
 - Increase online visibility
 - Optimize websites for search engines / mobile
 - Build direct marketing channels
 - Engage and grow their audience