



SCOTT F. TRAVERS

EMAIL MARKETING & DESIGN

1849 STANCEL DRIVE
CLEARWATER, FL 33764
(727) 773-7471

SCOTT@SFTDESIGNS.COM

I'm a 50 year old with over 11 years of email marketing and graphic design experience. I am from a small town in Massachusetts, now calling Clearwater, Florida my home since 2005. I enjoy travel to beautiful places that nature still holds to be sacred, my love of the weather, and spending time with my domestic partner. I love making new friends and sharing life's experiences in good conversation.

EDUCATION

DARTMOUTH HIGH SCHOOL
DARTMOUTH, MA | CLASS OF 1988
HIGH SCHOOL DIPLOMA

BRISTOL COMMUNITY COLLEGE
FALL RIVER, MA | CLASS OF 2004
COMPUTER INFORMATION SYSTEMS
WEB DESIGN
ASSOCIATES DEGREE

THE ART INSTITUTE OF TAMPA
TAMPA, FL | CLASS OF 2008
WEB DESIGN &
INTERACTIVE MEDIA
BACHELOR OF ARTS DEGREE

PRO SKILLS

ADOBE PHOTOSHOP
EMAIL MARKETING
BRANDING
HTML/CSS
WORD/EXCEL

SOFT SKILLS

TEAMWORK
CREATIVITY
COMMUNICATION
ORGANIZATION
LEADERSHIP

WORK EXPERIENCE

EMAIL MARKETING SPECIALIST

PROTECT MY CAR | 2020 - PRESENT

- Design email marketing campaigns to generate leads and increase new business
- Track and measure metrics to fine-tune email marketing strategy and maximize success
- Implement email marketing strategies to target specific demographics (B2B & B2C)
- Create professional email campaigns to develop a strong customer retention program

PRODUCTION ARTIST

AUTOLOOP | 2016-2019

- Design email marketing campaigns for automobile dealerships
- Detailed attention to branding guidelines and principles

CAMPAIGNS DEPARTMENT/MARKETING SERVICES TEAM LEAD

AUTOLOOP | 2010-2016

- Manage & supervise a team of 5-7 Campaign Managers/Marketing Service Representatives
- Manage, control and monitor production according to standards, procedures and best practices
- Construct segmentation lists to target specific customers
- A/B test of seasonal campaigns; track and analyze performance and communicate results
- Develop strategic processes to ensure team maximize production and achieve deadlines
- Design custom email campaigns for specific key Subaru retailers
- Spearhead the initiation of Subaru newsletters

EMAIL CAMPAIGN MANAGER

AUTOLOOP | 2009-2010

- Design sales & service email marketing campaigns for automobile dealerships
- Construct segmentation lists to target specific customers
- Quality control/proofreading of campaigns for accuracy and grammar
- Test and launch email campaigns for timely delivery

QUALITY CONTROL TECHNICIAN/PRODUCTION MANAGER

REVERE COPPER PRODUCTS, INC. | 1990-2005

- Perform chemical, physical, and mechanical analyses of copper and associated metals
- Process test reports/data entry of analysis
- Develop and implement ISO 9002 documentation standards for certification
- Production Manager for 12 employees to delegate work instructions and process orders in a fast-paced working environment

REFERENCES

JACK LIGHTNER

SAINT PETERSBURG, FL
SEO SPECIALIST | PROTECT MY CAR | (401) 633-5959

BEVERLY ROMANO

PALM HARBOR, FL
PROOFREADER | AFFINITIV | (727) 804-2201

JENNIFER KRAS

CLEARWATER, FL
MARKETING DEVELOPMENT DIRECTOR | AFFINITIV | (727) 804-1518