

J. Andrew Scott

jandrewscott.com

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Proven leader with over 20 years of business, marketing, media, and communications experience; adept at building teams and designing global brand transformations. Writing, editing, design, execution.

Professional Experience

Senior Advisor | North Coast Communications

Jul. 2024 – Present

Washington, DC, USA

North Coast Communications provides digital public relations and communications consulting.

- Optimize digital communications, channels, and content to connect with key audiences
- Build strategic relationships with stakeholders and establish leading brand messaging to deliver measurable results

VP Digital Demand APAC | Zalaris

May 2022 – May 2023

Manila, Philippines

Zalaris is a global service provider of human capital management and payroll solutions and SAP partner.

- Led global HubSpot integration between independent sales and marketing components, increasing strategic alignment and streamlining reporting
- Established APAC channel partner program to extend company solutions throughout region
- Designed and managed inbound digital intent and ABM campaigns to engage with high-value accounts and promote company in the region
- Created and managed the SAP Qualified Partner Packaged Solution program in APAC

Global Digital Marketing Leader | Rizing (acquired by Wipro)

Jan. 2019 – May 2022

Manila, Philippines

Rizing is a global award-winning SAP partner focused on strategy, software implementation, and support for human capital management, enterprise asset management, and consumer industries.

- Built and implemented Rizing's digital marketing strategy across all corporate brands
- Managed operational digital marketing budget of \$500k
- Led creative department and managed global team of marketing managers and specialists
- Oversaw corporate style and branding across all media including digital advertising, RFP planning and responses, content creation, and website development
- Working with outside agency, led complete rebuild of corporate website, increasing organic traffic and lead conversion through improved site UX and performance
- Led migration of corporate marketing automation platform from Marketo to SAP Marketing Cloud and managed data integration between Rizing's marketing automation system, corporate CRM, and social media platforms
- Liaison between global marketing and global IT departments

Marketing and Channel Director | Synchrony Global (acquired by Rizing)

Jul. 2016 – Dec. 2019

Manila, Philippines

Synchrony Global was an award-winning SAP partner focused on human capital management and payroll software; it was acquired by Rizing in 2019.

- Created and executed migration plan for Synchrony Global's marketing data and automation platform from HubSpot to Marketo following Synchrony's acquisition by Rizing
- Integrated HubSpot to track and increase ROI on marketing and sales activities, leading to \$5m (ACV) in net new sales directly linked to digital marketing in 2018—33% of revenue
- Created partner plans and managed sales and delivery for channel partners across APAC
- Led company re-branding project, helping differentiate the company in APAC, spurring year-on-year growth of nearly 40% and eventual acquisition by Rizing
- Rebuilt company website utilizing best-practice SEO methodologies and analytics to increase traffic and boost brand awareness
- Wrote, designed, and edited company press releases, product brochures, RFP responses, research papers, and industry reports; designed developed and managed company websites; produced and edited video assets; and advised, planned, and organized marketing events

Video Systems Controller | MC Technical Productions Ltd (Contract) **Oct. 2013 – Oct 2024**

Shanghai, China

MC Technical Productions is China's premier international sports and entertainment technical design and event production provider.

- Live video and graphics switching on stadium big screens and LED boards during player walk-ons, matches, on-court activations, and award ceremonies for the Rolex Shanghai Masters 2013-2024, WTA Elite Trophy Zhuhai 2016-2019, and ATP Zhuhai Championship 2019 and 2023

Digital Media Director | OverTheAir Media **Jan. 2014 – Jun. 2016**

Dallas, TX, USA

OverTheAir Media is a marketing services firm focused on RFID and Auto-ID technology.

- Wrote and edited press releases, news features, and research papers, and designed product brochures for clients including Fujitsu, Applied Wireless Identifications Group and GlobeRanger
- Designed, developed, and managed company websites; tracked analytics and digital operations, and advised and organized trade shows

Marketing Manager | Xerafy Ltd **Dec. 2010 – Nov. 2013**

Shanghai, China

Xerafy designs and manufactures the world's toughest RFID tags to power industrial IoT applications for aerospace, oil and gas, manufacturing, utilities, and healthcare.

- Established brand identity and brand strategy for the company and developed effective data metrics programs to ensure ROI, track analytics, and improve business intelligence
- Oversaw Xerafy's integrated marketing and communications plans, led redevelopment of company website and e-commerce platform, designed print and digital marketing collateral, wrote and edited press releases, developed product videos, and designed trade show booths

Managing Editor | Asia Briefing Ltd **Jan. 2007 – Dec. 2010**

Shanghai, China

Asia Briefing, a wholly owned subsidiary of Asia's largest independent foreign direct investment practice, provides business intelligence to foreign investors interested or operating in Asia.

- Helped create and grow Asia Briefing's media assets from a single print magazine to four distinct media brands complete with print magazines, integrated websites, and updated daily online content
- Managed an editorial, web, and design team of nine editorial and marketing professionals
- Produced and edited new titles for Asia Briefing's library of technical and regional business guidebooks; entire series (14 titles) published in-house and in association with Springer Publishing

Media and Communications Consultant | Synergy Consultants **Aug. 2004 – Dec. 2006**

Shanghai, China

Synergy Consultants provided communication consulting services for multinational corporations in China.

- Developed integrated communication solutions for clients including the American Consulate in Shanghai, eBay, Philips, Cooper, and Sinopec

Technical Experience

- Marketing system planning
- Campaign strategy and project planning
- Brand architecture
- Marketo Engage
- HubSpot Sales and Marketing Hub
- WordPress and website development
- Content and news writing and editing
- Adobe InDesign, Photoshop, Illustrator
- Final Cut Pro, Adobe Premiere Pro
- Google Tag Manager, Google Ads
- Oktopost
- Smartsheet

Education

Bachelor of Arts in Liberal Arts, Major in Communication | Juniata College **May 2001**
Huntingdon, PA, USA

Mandarin Chinese | The Chinese Language School at Middlebury College **Aug. 2002**
Middlebury VT, USA