

# J. Andrew Scott

jandrewscott.com

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Proven leader with over 20 years of leadership, creative marketing, publishing, business, media, and communications experience. Execution, design, editing, writing.

## Professional Experience

### Senior Advisor | North Coast Communications

Jul. 2023 – Present

*Manila, Philippines*

Headquartered in Washington, DC, North Coast Communications provides digital public relations and communications consulting.

- Optimize client digital communications, channels, and content to connect with key audiences for international clients, nonprofits, advocacy groups, private business, and government agencies
- Design and develop websites, communication plans, and go-to-market branding and messaging to deliver measurable results through the use of industry best practices

### E2 Video Systems Controller | MC Technical Productions (Contract)

Oct. 2006 – Present

*Global*

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

- Video systems controller for the arena production team for ATP and WTA tennis tournaments, handling live video and graphics switching on Barco E2s for stadium big screens and LED boards
- Events include the Rolex Shanghai Masters, the WTA Elite Trophy Zhuhai, and the ATP Zhuhai Championships

### VP Digital Demand APAC | Zalaris

May 2022 – May 2023

*Manila, Philippines*

Zalaris is a Norwegian service provider of human capital management and payroll solutions and SAP partner with offices in Europe, Asia and Australia.

- 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 the company in the region

### Global Digital Marketing Leader | Rizing (acquired by Wipro)

Jan. 2019 – May 2022

*Manila, Philippines*

Rizing is a US headquarters global SAP partner focused on strategy and software implementation 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
- Following M&A of five companies, 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

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

Jan. 2016 – Dec. 2013

*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

**Digital Media Director | OverTheAir Media**

**Jan. 2014 – Jun. 2016**

*Dallas, Texas, 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 and grew 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

- Barco E2 Operations
- Adobe InDesign, Photoshop, Illustrator
- Marketo Engage
- Final Cut Pro, Adobe Premiere Pro
- HubSpot Sales and Marketing Hub
- Google Tag Manager, Google Ads
- WordPress and website development
- SEO and SEM
- Marketing system planning
- Content and news writing and editing
- Campaign strategy and project planning
- Publishing

## 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*