

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)

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

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