

SCOTTLAFORTUNE

MARKETING MANAGER / CREATIVE DIRECTOR / GRAPHIC DESIGNER 10+ Years Experience



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CONTACT



EXPERIENCE

MARKETING MANAGER • SEP 2018 - CURRENT

PROSUN INTERNATIONAL LLC - St. Petersburg, Florida

Responsibilities include identifying new B2C/B2B target markets, developing consistent company wide branding guidelines, and rebuild the internal creative marketing department. Creating, developing and implementing strategic marketing campaigns to drive quarterly sales growth and ROI.

- Development of multi channel marketing plan for calendar year.
- Contributing to 20% increase in website traffic and sales growth through digital and traditional marketing initiatives and ad campaigns.
- Monitored and maintained an improved ROI on advertising spends.
- Developed internal creative and sales team. Created and monitor KPI's for all internal sales and marketing departments.

CREATIVE DIRECTOR • JAN 2017 - SEP 2018

MAVILO WHOLESALERS, INC - Tampa, Florida

Responsibilities included developing, designing, creating and managing a new E-commerce website. Manage internal creative team to maintain brand, graphic and photography guidelines. Create, develop and implement strategic marketing campaigns to drive quarterly sales growth.

- Contributed to 22% growth year over year to in-store and on-line sales revenues.
- Created and enforced company branding guidelines for all internal and external departments.
- Increased internal efficiencies by implementing new strategies to streamline creative processes.
- Designed and created in-store customer learning experience iPad Application.

SR GRAPHIC & WEB DESIGNER • DEC 2012 - JAN 2017

TIGHT LINE PRODUCTIONS - Melbourne, Florida

Responsibilities include developing creative ideas and concepts while choosing the appropriate media and style to meet the client's overall objectives. Creating responsive designs using the Adobe Suite.

- Contributed to 35% increase in departmental growth through satisfied client referrals and return business. Worked directly with clients for concept creation.
- Maintained a team environment coordinating monthly department meetings.

ART DIRECTOR • APR 2015 - APR 2016

SOCIETY-PLUS (Real Omni-Media LLC) - Melbourne, Florida

Responsibilities included designing, sourcing, and developing creative products and marketing campaigns for a newly founded plus size fashion clothing and accessories company. This includes e-commerce site development, layout, design, vector illustrations, product placement, customer service, inventory management and organization.

- Contributed to consistent 20-28% growth month over month growth.
- Created and coordinated company branding efforts and guidelines.

MY GOAL

Exceeding expectations while utilizing strategic marketing initiatives and management capabilities to achieve the company objectives.

EDUCATION

Graphic Design • 2001 - 2004
The Art Institute of Fort Lauderdale

PROFICIENCIES

- Adobe Creative Suite
- Wordpress
- Magento
- CRM Software
- Microsoft Office
- Digital Marketing
- SEO / SEM
- PPC / SMM
- Google Analytics
- Shopify
- Market Research
- Market Analysis
- Google Docs
- Sketchbook Pro
- Organization
- Strategy
- Team Management
- Lead Nurturing
- Email Marketing
- WooCommerce

OTHER EXPERIENCE

OPERATIONS MANAGER • JAN 2006 - DEC 2012

THE V GROUP - Orlando, Florida

Worked within a team environment to carry out a full range of operational functions. Established product selection, pricing, and programs. Created and carried out marketing initiatives. Managed and monitored venues during operation.

- Increased efficiencies by creating company manuals, implemented company policies, managed and retained 85 employees with very low turnover rates.
- Vintage Lounge has won numerous awards: 2006 Best New Bar, 2007 Best Martini, 2008 Best Martini, 2010 Best Bar.
- Increased sales by 25% using creative marketing and advertising methods.