

Scott Templeman

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Professional Skills:

- Skilled communicator experienced though representing multiple corporate brands over various social channels
- Superior computer and researching expertise
- Fast learner and creative problem-solver
- Inbound Marketing Certified professional

Computer Skills:

- Google Analytics and SEO Best Practices
- Adobe CS4 (Photoshop and Dreamweaver Expertise)
- WordPress, Email Campaign & Survey Software
- Power user of Facebook, Twitter, and LinkedIn

Education:

Pennsylvania State University, University Park, PA

BS Energy, Business & Finance

5/2006

Work Experience:

4/1/10-Present

Outsell, Inc

Cambridge, MA

Marketing Specialist

Duties:

- Lead Outsell's social marketing activity, strategy, and measurement
- Lead web analytics program and support web publishing
- Produce and manage email campaigns
- Community Manager for Outsell & Gilbane brands
- Speaker co-ordination for Gilbane Conferences through 2010
- Continually brainstorm how to enhance web experience for users and prospects

7/27/09-4/1/10

Gilbane Group

Cambridge, MA

Marketing Coordinator

Duties:

- Responsible for the updating and troubleshooting company websites using the Adobe CS4 Web Premium Design Suite. I also played key role in digital marketing campaigns such as videos, newsletters, e-mail campaigns, blogs, and social media.
- Technical aptitude and problem solving abilities are utilized to maintain computers, phone system, printers, etc. at the office on a regular basis.
- Speaker Coordinator for Gilbane Conferences (organized ~90 different people), as well as responsible for social media promotion. Execute successful social media strategy, perpetually raising awareness and following.
- Company bought by Outsell, Inc.

3/19/07 – 6/25/09

Summit National

Braintree, MA

Technical Recruiter (Mechanical Division)

Duties:

- Responsible for placing mechanical designers/engineers in nation-wide contract jobs.
- Extensive networking within a niche professional community.
- Track marketplace activity to follow new trends while growing the client database.

Development:

- Professional development of communication skills and sales techniques.
- Social business skills such as network building and maintenance.
- Superior customer service with almost all leaving interactions “Extremely satisfied.”

Awards:

Eagle Scout 5/2000

Certification:

[Inbound Marketing University](#)