

BRAD SCOTT

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PROJECT MANAGER, ASSOCIATION MANAGER, & MARKETING PROFESSIONAL

- Ensures each project receives a fresh, critical look before the next iteration is issued; always seeking improvements with conference planning, brand development, program and promotions management.
- Brand development success includes the creation of three original brands; protected existing brand integrity through development and keen oversight of usage guidelines.
- Association management professional with over a decade of experience serving multiple state and national organizations. Recognized for maintaining existing programs while simultaneously identifying growth opportunities and advancing both initiatives within existing budgets.
- Conference manager with regional and national experience coordinating a variety of events with up to 5,000 participants.
- Respected leader known for bringing enthusiasm and energy to group efforts; teacher, mentor, coach and developer of employees and peers; builder of positive relationships across all organizational levels, including executive management and Boards of Directors.

EXPERIENCE**Marketing Manager – Events and Trade Shows, 10/15–09/16****LinkSOFT, LLC**

LinkSOFT is a custom developer of operational software for nonprofit organizations; company was acquired, and all marketing functions were absorbed by the parent company

- Created a new brand concept currently in use for the annual Users' Conference
- Executed the design and implementation of a promotional campaign for seminars and webinars
- Developed and implemented exhibiting policies to optimize the company's trade show presence
- Planned and executed 14 internal meetings/events

Association and Conference Manager, 12/01–present**Michigan Student Marketing Association (MSMA)**

Full-time Coordinator, 2000–2010; Consultant, 2010–present

MSMA is an international association preparing emerging leaders in marketing and sales management in high schools and colleges.

- Assisted in ongoing chapter development and support; managed the Alumni Division
- Managed advertising and conference exhibitor packages
- Coordinated conferences & events for groups of 100–5,000
- Graphic design for newsletters and various publications
- Competitive events management and tabulation for eight conferences annually

Michigan Association of Technical Leaders (MATL)

State Coordinator, 2001–2010; Consultant, 2010–present

MATL is a national technical career student organization that provides leadership growth opportunities.

- Developed and executed ongoing chapter development/support initiatives similar to those described above for MSMA.

Director of High School Programming (part-time), 07/07–10/15

Christ's Church, Student Chapter, University of Michigan

- Successfully developed and implemented a strategic plan for high school programs; designed and implemented a benchmark high school leadership development program
- Coordinated weekly educational programs for 200+ high school students; taught several classes
- Recruited and trained adult volunteer team and developed a program of educational opportunities for parents that gained national attention
- Planned and executed a variety of events including conferences, community service activities, meetings, dinners, and concerts

EDUCATION

Jackson University

- BS Marketing, November 2000, *summa cum laude*
- Honors Program; Alpha Beta Kappa National Honor Society

AWARDS

- Honorary Life Member, Michigan Student Marketing Association, 2012
- Honorary Life Member, Michigan Association of Technical Leaders, 2010
- Chancellor's Scholarship, Jackson University, 1997

PROFESSIONAL SERVICE

- Board of Directors, Family Educators of Michigan, 2001–2011
- State of Michigan Career Clusters Task Force, 2005–2009

SOFTWARE PROFICIENCIES

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office Suite (Access, Word, Excel, PowerPoint, Outlook)
- Windows and Mac operating systems
- Quick to adopt proprietary database management software