

SCOTT DANIEL LYSZ.

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OBJECTIVE

Help new and established businesses design and implement best practices for marketing, brand identity creation and digital strategy, with an emphasis on data-driven attribution and funnel exploration.

EXPERIENCE

Chief Marketing Officer

Nov 2021 - Present

ShortPoint - Ann Arbor, MI; Dubai, UAE; & Lviv, Ukraine (Microsoft Partner B2B SaaS)

Leading the design, content, development and marketing teams, with a focus on funnel growth exploration & optimization. This work included driving the development of all branding initiatives, GTM for new products, market positioning, SEM & SEO directives and growth marketing efforts with an emphasis on data-driven attribution and brand awareness. Establishing base metrics for all performance lag, CPC and revenue growth estimations based on a deep dive into website and CRM data for accurate forecasting. My work has catapulted Shortpoint; a niche B2B SaaS solution, to be a premier Microsoft Partner and authority in the field, while adding millions of users and several Fortune 500 companies to our portfolio.

Director of Marketing | Global

May 2019 - Nov 2021

A&D Technology - Ann Arbor, MI & Tokyo, Japan (Automotive Industry, Capital Equipment & B2B SaaS)

I developed a road-map of best practices for global marketing, branding, and SEM with an emphasis on data driven attribution. My direction led the implementation of digital marketing strategies and branding across A&D subsidiaries in 12 countries and 20 offices with revenues approaching \$1 billion. I led the marketing automation efforts through expertise in website analytics and CRM (HubSpot) to maximize click to conversion rates. I also led the creation of all marketing materials (print & digital) including the A&D website, digital ad campaigns, video, tradeshow designs, email campaigns, social media directives, and branding initiatives, with an emphasis on hands-on leadership.

Director of Marketing

Jun 2018 - May 2019

NuArx, Inc - Southfield, MI (Data & Cyber Security, B2B SaaS & Hardware)

Leading the development of all marketing strategies for print and digital advertising campaigns and collateral. With a strong emphasis on big data utilization, this work included the complete development of the NuArx website, SEO, UX, UI, video creation, messaging, branding initiatives and B2B marketing. My work with NuArx positioned them from founding to a \$87M acquisition by Viking Cloud.

Creative Marketing Manager

Aug 2016 - Jun 2018

NuArx, Inc - Southfield, MI (Data & Cyber Security, B2B SaaS & Hardware)

Reporting to the EVP of Marketing, my team led the creative direction of all branding initiatives, web development, and marketing materials. Specifically, my work included the ground-up development of all digital campaigns, print campaigns, trade show designs, branding initiatives, slogan creation, collateral and web development, SEO & SEM. These efforts were utilized to market SaaS products to our exceptionally wide customer base.

Marketing Manager

Sept 2014 - Aug 2016

JumpQ - Mobile Application - Ann Arbor, MI/Windsor, Canada (Startup B2B SaaS)

Created and implemented the development of digital advertising initiatives, print marketing materials, and sales support materials to market B2C & B2B SaaS. Lead the development of cross-platform marketing initiatives through the use of interactive video and social networking.

EDUCATION

B.A. English - Applied Linguistics

2008 - 2011

University of Michigan - Ann Arbor, MI



Grants / Scholarships (Phi Theta Kappa, MI-Grant)
Mentored Applied Linguistics/Creative Writing Focus

SOFTWARE

High-Level Proficiency / Expertise

SEO (GSC, SEMRush, ahrefs, Moz, ScreamingFrog) SEM (GoogleAds, Reddit, LinkedIn, Meta, Newswire) Google Suite (GSC, GA, GTM, GS) Adobe Creative Suite (Ai, Id, Xd, Pr, Ae, Lr, Ps), HubSpot, WordPress, WebFlow, Figma, Miro, Asana, Boujou and Microsoft Suite.

CONTACT

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