



Scott Silver

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A Resource for Creative Diversity
CREATIVE • CHANGE MANAGEMENT • MARKETING

Talented creative team leader, change manager, and marketing communications specialist with a proven ability to:

- Build organizational change management systems and strategies for engagement, awareness, and readiness for initiatives
- Deliver effective communications, assessments, and collaborate at all levels to ensure alignment with project objectives
- Manage corporate brands and create a consistent look and feel across print and web platforms

Agency Relations - Corporate Communications - Proposals - Project Management - Branding & Identity - Collateral Development - Public & Media Relations - Cross-Functional Teams - Prepress / Printing - Creative Briefs - Strategic Planning - Change Management, Kanban, Agile & Lean Methodologies - Mentoring & Leadership - Web Design, Adaptability Skills - Product Launches - Social Media - Blogging - SEO/ SEM/ PPC - Hubspot - Trade Shows

MTA Metro-North Railroad, Grand Central Terminal, New York • (11/17 – Present)

Assistant Deputy Director, Change Management & Communications

Responsible for strategic and tactical communications, risk assessments, coaching, training, and leading organization change management activities in support of Enterprise Asset Management (EAM) initiative.

Key Accomplishments:

- Spearheaded a comprehensive Change Management & Communications strategy for Metro-North Railroad to ensure awareness and readiness for positive change. Four other MTA agencies are adopting these plans.
- Created a website to increase awareness about the EAM initiative. It's a resource for employees to learn the latest news and increase engagement.

AUTO EXPO, Great Neck, New York • (4/17 – 11/17)

Luxury car dealership specializing in Mercedes-Benz and BMW.

Marketing Director, Freelance / Contract

Responsible for all aspects of marketing and creative services by providing leadership and guidance in support of brand development, marketing strategy, photography, and social media. Conceptualize and execute designs for marketing collateral, advertising, emails, video, website optimization, SEO, and setting performance objectives.

MERCER TOOL CORPORATION, Ronkonkoma, New York • (8/13 – 10/16)

An Industrial & Culinary manufacturer with a range of products including; sandpaper, cutting blades, cutlery, and apparel.

Marketing Director, Freelance / Contract

Oversee and execute all marketing strategies for both Industrial & Culinary divisions.

Key Accomplishments:

- Created website (www.mercerindustries.com) that merges with internal CRM. Increased unique, organic traffic 1350% and lead generation by 260%.
- Led major rebranding, including a new identity system for both Mercer Industries and Mercer Culinary divisions. Revenue increased 6M+ or increased 30% over three year period.
- Created a line of silicone brushes and wedges for culinary plating. Winner of "What's Hot! What's Cool!" at the 2015 North American Association of Food Equipment (NAFEM) trade show.

PILLOWS FOR POINTES, Commack, New York • (3/12 – 8/13, 10/16 – Present)

Manufactures quality ballet / dance products and accessories.

Marketing Director, Freelance / Contract

Manage all marketing and creative services. Direct new product launches, brand development, email, advertising, workflow processes, product photography, collateral materials, database management, user experience, and strategies to improve customer acquisition and best business practice coaching.

LEX PRODUCTS, Shelton, Connecticut • 6/10 – 11/11

60M+ manufacturer of portable electrical distribution/ control systems for Entertainment, Industrial & Military markets.

Marketing Communications Manager

Provided creative direction, brand management enhancing, PR, media relations, social media, corporate positioning, product launches, advertising, collateral, trade show/events marketing and introduced Hubspot CRM system.

Key Accomplishments:

- Developed an automated product pricing system that eliminated the use of multiple, manually prepared price lists. This resulted in improved customer service, employee efficiencies, and increased margins by 4-7%.
- Website improvements, including search engine optimization (SEO), content management, navigation, and social media presence. Generated numerous lead generation campaigns, which increased prospect sales by 150%.

INFORMATION CLEARINGHOUSE INC., Great Neck, New York • 11/08 – 6/10

Financial publisher for credit risk management solutions and analysis, serving financial and credit professionals.

Creative Director

Managed branding, creative, and all marketing strategies in support of sales teams for all three divisions.

Key Accomplishments:

- Spurred \$2M in top-line growth by redesigning and re-launching the ARMS Company website and application. Boosted subscriber base 50% and enabled 60% subscription rate increase.
- Established a unified corporate identity between three different companies (F&D Reports, Creditntell, and ARMS).

LEVITON MANUFACTURING, Melville, New York • 1/90 – 11/08

Manufacturer of electrical and electronic products with approximately 25,000 products and 1B+ in revenue.

Corporate Design Manager

Liaised with cross-functional teams to plan and manage product packaging projects and customer presentations.

Key Accomplishments:

- Led two comprehensive rebranding projects to support marketing goals while ensuring a unified brand.
- Implemented process improvements to speed production and secure ISO certification.

EDUCATION:

Bachelor of Fine Arts in Photography: School of Visual Arts, New York, New York

Certifications: Prosci, Change Management Practitioner

TECHNICAL SKILLS

Operating Systems: Macintosh & Windows

Software: Photoshop • Illustrator • Acrobat • InDesign • QuarkXpress • Flightcheck • iMovie • Fireworks
GarageBand • Dreamweaver • Microsoft Office • Keynote

Digital Marketing / CRM Integration: Wordpress • Drupal • HTML • XML • CSS • XHTML • Google Ad Words & Analytics • Hubspot • Mail Chimp • Constant Contact • Campaigner • Jotform • Bitly • Hootsuite