



R. Scott Gray

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Character Overview

Creative marketing professional with a solid history of developing innovative solutions for small and medium sized businesses. Highly skilled in building strong networks and partnerships to drive collaboration and profits. Technically savvy, creative, and a good sense of humor.

Core Competencies

Network Building ■ New Media ■ Social Media ■ Brand Development ■ Advertising & Promotional Strategies ■ People Skills ■ Team Building ■ Management ■ Communication ■ Problem Solving ■ Public Speaking

Education

Masters of Business Administration (2009)

*University of Montana,
Missoula, MT*

B.A. Computer Science (2005)

*St. Mary's College of Maryland,
St. Mary's City, MD*

Highlights

- Worked to create and market a new not-for-profit organization in Missoula, MT to provide environmental and socially responsible technology to low income households, government organizations, and other nonprofits
- Developed a business plan for a local, aeroponically grown produce venture that won the Environmental and Social Responsibility Award, the People's Choice Award, and Third Place overall in the John B. Ruffatto Business Plan Competition

Experience

Graymar Consulting (04/10-Present)

CEO/Founder

Operated as an independent contractor for several small businesses in the Missoula, MT area. Worked to develop comprehensive marketing plans utilizing low cost, high technology solutions. Clients included, but were not limited to, a local hotel, an insurance company, and a green initiative non-profit.

- Reviewed analytics and competitor sites to design and implement new, higher converting, websites for clients
- Produced diverse new marketing plans incorporating web 2.0, social media and traditional marketing channels
- Used self-designed marketing packets aimed at increasing awareness of clients' products outside of their home market

Real Estate SEO Pros/Website Clarity (07/09- 04/10)

Director of SEO Operations, Project Manager

Primarily responsible for managing in-house team members, as well as outsourcers, to complete internet and social media marketing tasks for clients. Also assisted the Vice President in deciding company policies, in-house marketing tactics, and corporate strategy

- Presented and implemented marketing strategies involving videos, webinars, social networking, keyword analysis, competitor reports, linking campaigns, and content generation
- Monitored all social networks (including Twitter, Facebook, MySpace, and LinkedIn) for brand monitoring and development purposes
- Worked with the creative department to develop website designs, logos, and all branding activities

Business Marketing Services (07/09-10/09)

Account Manager

Worked with clients to develop long range marketing plans and communicating these to the project manager. Also worked with the project manager and CEO to develop ongoing customer relations strategies, and lead generation activities

- Created detailed marketing plans incorporating current market positions and future movements of clients
- Collaborated with project manager to keep clients' projects and timelines on track and efficient
- Worked to enhance company productivity with the firm's CRM software (Sugar CRM)

Montana World Trade Center (10/08-05/09)

Graduate Research Assistant

Developed and marketed an online calendar to allow Montana business to coordinate international activities with international contractors. Also assisted full-time World Trade Center staff with market research, public relations documents, presentations, graphics, and website design.

- Created detailed PowerPoint presentations for audiences ranging from small business owners to Montana government officials
- Collaborated with outside personnel to develop and create a website to be used by multiple organizations in the state
- Wrote multiple press releases for various Creative Enterprise programs and events including an art show in Kentucky and training seminars held in Montana

Foreign Student and Scholar Services/International Food Festival (10/07-04/09)

Food Coordinator

Worked with other coordinators, building personnel, and dining services to deliver a day long festival involving 21 different food vendors. Responsible for recruiting all food vendors, training personnel, developing food area budgets, determining equipment needs, and hiring support personnel.

- Worked with several departments to meet government and campus regulations
- Developed management techniques necessary to organize a large number of diverse participants
- Communicated strategy and procedures to contributors for whom English is a second language

AmeriCorps/Russell Elementary School (8/06 – 08/07)

Computer Lab Instructor/Technician

Taught all computer classes, as well as keeping teachers up to date on software and internet tools including web 2.0 utilities: Wikipedia, Facebook, Twitter, et cetera.

- Assisted teachers in developing and implementing various computer based classroom activities
- Taught basic computer and Internet skills to K-5 classes

Systems Proficiency

Microsoft Windows (Vista|XP|7.0) ■ Microsoft Office (XP|2003|2007) ■ QuickBooks ■ Paint.net ■ Google AdWords ■ CRM software (Salesforce|Sugar) ■ Social Networking(Facebook|MySpace|Linkedin|Friendster) ■ Blogging (Twitter|Blogger|Wordpress) ■ Flickr ■ Youtube ■ Content Management Systems (Joomla|Ektron|Drupal)