



R. Scott Gray

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Character Overview

Creative professional with a solid history of developing innovative management and coordination solutions for small and medium sized businesses, as well as non-profit, community-focused programs. Highly skilled in building strong networks and partnerships to drive collaboration and coordination. Technically savvy, resourceful, and a good sense of humor.

Core Competencies

Organization ■ Coordination ■ Management ■ Leadership/People Skills ■ Development ■ Network Building ■ Team Building ■ Communication ■ Problem Solving ■ Public Speaking

Education

Masters of Business Administration (2009)

*University of Montana,
Missoula, MT*

B.A. Computer Science (2005)

*(Artificial Intelligence Track)
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

Real Estate Client Referrals (05/10-Present)

Web 2.0 Team Lead

Responsible for envisioning team member roles, designing and implementing team systems, policies and software, setting project goals and tasks, hiring team members, and overseeing completion of projects assigned to Web 2.0 tasks. The team's purview included redesign of all consumer sites, increasing search engine performance of consumer sites, enhancing social media presence, and full branding of consumer sites. Team goals also included design and implementation of websites for client real estate agents.

- Worked closely with company owner and Vice President to determine overall goals of Web 2.0 team in order to accurately establish skills and experience of needed team members
 - Implemented systems and procedures to track progress of team goals and issues needing to be addressed and generated appropriate reports
 - Assisted company executives in developing strategies for implementing new projects and products that Web 2.0 would execute as team expanded
 - Delegated tasks to appropriate team members while remaining available to assist in resolving any roadblocks to task completion
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Real Estate SEO Pros/Website Clarity (08/09- 05/10)

Director of SEO Operations, Project Manager

Primarily responsible for leading in-house team members, as well as outsourcers to complete all internet and social media marketing tasks for clients. Also assisted in deciding company policies, in-house marketing tactics, and corporate strategy when company rebranded from Real Estate SEO Pros to Website Clarity with a change of ownership

- Used CRM and project collaboration tools to track team members' activities and keep everyone focused on achieving project and company goals
- Developed project plans with interns to ensure that while they were completing company activities they were also learning valuable business lessons in an enjoyable and creative environment
- Consulted with CEO to create a new business plan and model built around the company's core strengths and streamlined firm from initial contact methodology through to product delivery

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

Graduate Research Assistant

Primary role included working with a contractor to develop, and then market, an online calendar to allow Montana business to coordinate international activities. Also assisted full-time MWTC staff with market research, public relations documents, presentations, graphics, and website design, requiring significant multi-tasking and management of multiple projects at the same time.

- Co-authored several grant requests for non-profit programs designed to increase art appreciation and exposure in Montana
- Coordinated and communicated with several government branches including Agriculture, Commerce, and Economic Development in order to complete projects
- Organized Montana artists 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, most of which were volunteers.

- Created yearly budgets for the food section of the festival, coming under budget in both years
- Developed management techniques necessary to organize a large number of diverse participants
- Worked with several departments to meet government and campus regulations
- Communicated strategy and trained contributors, many of which were volunteers for whom English is a second language

UM Productions (04/08-04/09)

Assistant Event Staff Manager

Managed all front of house personnel, including security, customer service, ushers, and general assistance. Was involved significantly in overall planning and execution of events especially from customer experience perspective. Required detailed knowledge of contracts/agreements and cooperation with venue and artist staff.

- Managed a wide range of front of house staff who worked to ensure that customers' had a positive experience
- Worked with venue staff to make sure that all safety policies and customer problems were resolved in a way that met the different organizations' standards
- Developed customer service teams to handle all contact with customers at UM Production events

Systems Proficiency

Microsoft Windows (Vista|XP|7.0) ■ Microsoft Office (XP|2003|2007) ■ Microsoft Project ■ QuickBooks ■ Paint.net ■ Google AdWords ■ CRM software ■ Social Networking(Facebook|MySpace|Linkedin) ■ Project Collaboration Software
