SCOTT LONG

Digital Marketing & Design Professional

Creative professional with extensive experience working on agency and in-house teams, with a diverse skill set that includes identity and branding, web and print design, web development, video editing, search and display advertising, email marketing, search engine marketing, and social media platform management.

CONTACT

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EDUCATION

Bachelor of Science, Art Major
University of Wisconsin, Madison
1999 -2001

SKILLS

Design Software:
Adobe Creative Suite, Canva, Figma

Web Development:
HTML, CSS, JavaScript, PHP, ASP.NET, WordPress, Bootstrap, cPanel

Other Tools & Platforms:
MS Office, Google Workspace, Google Analytics, Google Ads, Facebook Ads, SEMRush, HubSpot, Mailchimp

WORK EXPERIENCE

Creative Director at Razbit, Maple Park, IL

April 2023 to Present

- Manage the delivery of UX design and marketing solutions for web pages, mobile applications, and digital campaigns across 20+ client accounts
- Coordinate with creative teams and client marketing departments to identify ideal customer solutions, grow new business, and drive immersive technologies
- Develop a forward-thinking culture of collaboration, inclusion, and creativity across the agency to drive employee engagement and enhance service delivery

Multimedia Director at XSport Fitness, Chicago

July 2010 to April 2023

Manage a small marketing/design team to develop, maintain and execute a multi-channel digital marketing strategy for large health club chain.

- Design, develop, and maintain company website
- Analyze and optimize website to maximize lead and sale conversions
- Design and execute email marketing campaigns
- Develop content, including video, for blog and social media
- Manage Google and Bing ad campaigns

Web Designer at VisionFriendly, Yorkville, IL

May 2009 to June 2010

Web designer at a small web development agency working with many clients to design and develop small business websites.

- Design multiple site concepts
- Develop websites using Adobe tools

Graphic Designer at Shaw Media

September 2002 to May 2009

- Designed ads for newspapers
- Designed one-off booklets, flyers, etc.