

SCOTT HEMMONS

B2B DIGITAL MARKETING DIRECTOR

I'm a digital native with over 17 years of hands-on experience in B2B Digital Marketing. I have worked across various B2B industries. No matter the industry, I play a pivotal role in driving an organization's online presence, customer engagement, and revenue growth through effective digital marketing strategies and tactics.

MARKETING AUTOMATION

- ▶ HubSpot
- ▶ Marketo
- ▶ 6sense (ABM)
- ▶ Bombora (ABM)

DEMAND GENERATION

- ▶ LinkedIn Ads
- ▶ Google Ads
- ▶ Agency Management

MARKETING OPERATIONS

- ▶ MarTech Stack Ownership
- ▶ Salesforce
- ▶ Microsoft Dynamics 365
- ▶ ZoomInfo
- ▶ GDPR / Privacy Compliance

CMS / WEB

- ▶ WordPress
- ▶ WP Engine
- ▶ SEO
- ▶ Google Analytics

EDUCATION

BS, Marketing

Bloomsburg University, 2006

Agile Marketing Certificate

ICAgile, 2019 (ICP-MKG)

Digital Marketing Certificate

The George Washington University, 2020

HubSpot Certified

Inbound & Email Certs, HubSpot, 2023

DIGITAL MARKETING OPERATIONS DIRECTOR

6.2022
Present

Alight Solutions

- Led a team responsible for managing the company's websites, marketing technology, digital marketing campaigns, email marketing, SEO, and digital marketing: standards, processes, and best practices.
- Maximized the use of our marketing automation tool, Marketo, with the goal of engaging prospects, converting leads, and retaining customers. Created and managed marketing campaigns, account-based marketing campaigns, lead nurturing campaigns, personalized messaging, and automated workflows.
- Monitored and analyzed the performance of marketing automation initiatives, including email campaign performance, website traffic, conversion rates, lead generation, and customer behavior in making data-driven decisions to optimize marketing strategies and improve campaign effectiveness.
- Owned the marketing technology stack. Cross-functional partnership with various teams (IT, security, purchasing) to evaluate technology partners and ensure compliance.

DIGITAL MARKETING DIRECTOR

12.2020
6.2022

NSM Insurance Group

- Overhauled the websites and digital presence of the NSM corporate brand, NSM brokerage brand, and 15 B2B insurance sub-brands.
- Built up a lead generation machine. A typical month would cover 20+ in-house email sends, 15+ partner email sends, and 10 LinkedIn Ads campaigns & landing pages, 3 direct ad placements with insurance industry publications, and 1 webinar.
- Managed the digital marketing budget and worked with internal stakeholders to prioritize marketing technology and digital channel investments that drove business growth.
- Conversion rate optimization: analyzed and optimized campaign performance using robust measurement frameworks, providing regular reports on key metrics to the leadership team.

scotthemmons.com

linkedin.com/in/hemmons

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DIGITAL MARKETING MANAGER

2.2020
12.2020

SEI

- Led a team responsible for lead generation & awareness campaigns, CRM, and analytics / reporting for the Independent Advisor Solutions division.
- Managed advertising agencies and the \$200k ad budget and delivered measurable results that aligned with Marketing, Sales, and overall business objectives.
- Spearheaded a weekly lead generation meeting bringing together leaders from marketing, analytics, CRM, sales, account management, and sales development to review MQLs & SQLs.

DIGITAL MARKETING LEADER

9.2016
2.2020

LexisNexis IP

- Development and implementation of the organization's digital marketing / inbound marketing: vision, go-to-market strategies, and procedures.
- Selection, procurement, and ownership of the organization's marketing technology (MarTech).
- Management of vendors & marketing agencies.
- Ownership & daily maintenance of multiple Divi / WordPress websites, analytics & reporting, social media, digital advertising, marketing automation (HubSpot), and SEO.

DEMAND GENERATION & ANALYTICS MANAGER

9.2013
9.2016

McKesson

- Digital Marketing Leader for McKesson Health Solutions (Now Change Healthcare).
- Served as the team's Marketo expert. I used this Marketing Automation tool to implement email marketing, sales enablement, account-based marketing, and lead scoring & nurturing.
- Marketing Performance Measurement, Analysis, & Optimization.

DIGITAL MARKETING MANAGER

1.2011
9.2013

Thomson Reuters

- Global Digital Marketing Strategy Development & Execution.
- Social Media Strategy, Monitoring, & Updating.
- Search Engine Marketing.
- Project Management of Global Marketing Campaigns & Websites.