



Scott Dimmick

Digital Marketing Professional

Contact Information

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 Spanish Fork, Utah

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Education

2000 - 2003

Utah Valley University

Computer Science
– Orem, Utah

Key Skills

Team Leader

Paid Media

SEO & Content

Automation

Analytics

Social Media

Email Marketing

Funnel Building

Profile

I am a Digital Marketing Professional with over 20 years of experience in SEO, paid ads, email marketing, social media, analytics, and more. I have had the pleasure of managing teams of up to eight people and have managed marketing budgets of over \$2,000,000. Each role has added to my expertise in marketing products and services online.

I have experience in a variety of industries including: Genealogy, SaaS, mobile applications, Healthcare, and more.

Professional Experience

January 2022 – Present

Spanish Fork, UT

Founder at There's Waldo, LLC

- I help small businesses Stand Out, Be Found, and Increase ROI. My powerful CX (Customer Experience) tools and systems give small business owners the same kinds of tools that large corporations use to grow ROI, nurture leads and customers, prosper, and thrive.
- I wanted to solve the problem that many small businesses have in engaging with and wowing their leads and customers in an affordable way.
- I help business owners build professional landing pages and funnels with lead capture forms and products, set up workflow automations to communicate with contacts, and help them with social media planning, automated review requests, setting up a CRM, invoicing and payments, and more.

November 2020 – January 2022

Birmingham, AL

Demand Generation Manager (Remote) at Therapy Brands

- I led a remote team of four paid ads experts who were responsible for managing all paid marketing campaigns for all eighteen Therapy Brands companies and products.
- I managed paid ads in Google Ads, Facebook Business, Microsoft Bing Ads, Instagram, YouTube, Outbrain, Software Advice, Capterra, and more.
- My team managed over \$2,000,000 in marketing spend and collaborated with the other 30+ revenue team members in building consistent positive ROI results contributing to the company's continued, accelerated growth.
- Solved the problem we experienced with reporting from the various advertising platforms by combining them all into valuable Google Data Studio reports.

July 2018 – November 2020

Birmingham, AL

Strategic Marketing Manager (Remote) at Therapy Brands

- Following the acquisition of Apex EDI in July 2018 by Therapy Brands my responsibilities increased to include marketing for additional Therapy Brands products as well as managing the remote marketing team for my division.
- I created, executed, and reported on marketing campaigns using analytics data from Google, and created landing pages, funnels, forms, and marketing automations using HubSpot. I earned a HubSpot certification at this time.

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Professional Experience continued

Sept 2012 – July 2018

Orem, UT

Additional Skills

HTML5 & CSS3

CRM Admin

Workflows

WordPress CMS

Ecommerce

Marketing Director - Apex EDI at Therapy Brands

- I managed Apex EDI's organic search (SEO), paid search, and social media campaigns, content marketing, email marketing, social media, print marketing, and corporate website development and maintenance.
- I increased the website's unique visitor traffic by 20-30% year over year, doubled the website visitor to qualified lead conversion ratio, and reduced the cost per lead and customer acquisition cost (CAC) by 3 times. This marketing funnel optimization was accomplished with a limited budget and resources.
- What once was a team of up to 15 outbound sales reps making cold calls became a small, motivated team of inbound-only sales people closing qualified leads. I was the administrator for the sales team's CRM and worked closely with the entire Sales Team to help them hit and exceed their goals.
- I maintained relationships with and gave direction to third-party marketing agencies to help us accomplish our growth goals.
- Apex EDI experienced rapid growth each year during my time there, which led to the company's acquisition by Therapy Brands in July 2018.
- Technologies used: Salesforce.com, InsideSales.com, Wordpress, Google's suite of tools, Sumo, CallRail, MailChimp, social ads, and more.

Certifications

June 2020

HubSpot Inbound Marketing

February 2022

Google Ads

July 2010 – June 2012

Provo, UT

Director of Web Marketing and User Experience (UX) at AppTime

- AppTime was a busy time during my career. Managing both the marketing team (3 direct reports) and the web development team (5 direct reports) at the same time was as rewarding as it was challenging.
- The team successfully developed and launched five unique and brand new apps to the international mobile and web application marketplaces along with their individual marketing websites.
 - Genealogy applications: BillionGraves, MobileTree, and Family History Notebook
 - Time management apps: Power.ME and MyCabinet
- I was responsible for all digital marketing strategies including: search engine marketing (SEM); content marketing; paid search (PPC); email marketing; and social media strategies using Facebook, Google, and Twitter; and conversion rate optimization (CRO) using key performance indicators (KPIs) gathered from Google Analytics.
- I was the senior front-end UX developer and managed the entire web development team responsible for all AppTime web properties, including the web apps, in an agile development environment. I managed the creative team responsible for graphic design and content writing for all websites and applications.
- I was responsible for hiring and firing employees on my teams.
- Increased app user base from literally zero to tens of thousands with very tight deadlines, even for the \$49.99 mobile time management application (Power.ME) that we developed specifically for the company's investment group.

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Professional Experience continued

August 2008 – August 2010

Springville, UT

Director of Search Engine Marketing at OneGreatFamily.com

- I loved working at OneGreatFamily because I felt like I was making a positive difference in people's lives by helping them to find their ancestry with our Genealogy family tree software.
- I managed the company's online marketing strategies: SEO, content writing; PPC in Google, MSN (now BingAds), Yahoo! and others; Conversion rate improvements using data gathered from SiteCatalyst; and social media strategies using Facebook, Twitter, and LinkedIn.
- My expertise in paid ads management increased international traffic while reducing the average cost per conversion and total spend by between 25% and 30% in a very competitive industry (Genealogy). Daily campaign management of over 50,000 keywords with a \$70,000 to \$90,000 monthly budget.
- I managed the group of writers who created content for our web properties and assigned topics based on my keyword research; staying within the projected budget.

January 2008 – August 2008

Chicago, IL

Director of Marketing (Remote) at Braintree

- As the solo marketing guy at the time I was responsible for managing all of Braintree's marketing campaigns and channels: paid and organic search, content marketing, partnerships, and affiliates.
- I created the company's marketing collateral including business cards, data sheets, white papers, folders, fliers, pamphlets, etc. as well as marketing collateral for prospective clients to use in presentations to their superiors.
- I redeveloped the company website and custom programmed the content management system (CMS) with PHP and MySQL and integrated the CMS with the Salesforce API.
- In my first three months I tripled the total traffic to the company's website and increased the lead conversion rate by fifteen times.
- Braintree and Venmo (a Braintree product) were acquired by PayPal in 2013.

June 2006 – December 2007

Orem, UT

Director of Internet Marketing at NO MORE Mortgage

- I increased the lead acquisition conversion rate on the company's main website from virtually 0% conversions to consistently over 20%. Optimizations were applied after analysis of web analytics data using SiteCatalyst and Google Analytics.
- I redeveloped the company's websites using various content management systems and customized the PHP code to suit the needs of the company. I created a new branding design for the company's web and print advertising.
- I took over the responsibilities of the IT Manager when he left the company. I managed the relationships and scheduling of outsourced IT companies and performed any IT tasks that needed to be done to keep the business moving.

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Professional Experience continued

March 2004 – June 2006

Orem, UT

Internet Marketing Consultant at 10x Marketing / Innuity Inc.

- I consulted with large businesses regarding their Internet Marketing objectives. I presented to and worked with C-level executives, Presidents, VPs, etc. to help them execute on their online revenue goals.
- I managed and trained several teams that specialized in SEO, paid search, affiliate marketing, website conversion rate enhancements, and email marketing.
- My consulting clients included: OneGreatFamily, Sorenson Genomics, 3M, ADP, Omniture (now Adobe), Sam's Club, CitySearch, NextPage, Content Watch, Agilix Labs, Corda, Advanced MD, TestOut, Xlear, I- Satellite, Cartoon Solutions, etc.
- After Innuity, Inc. acquired 10x Marketing in 2006 I was promoted to be the Manager of Small Business Services. I managed and trained a team of 8 direct reports in fulfilling our customer's digital marketing plans. Partner relationships included Sam's Club and CitySearch.

April 2003 – February 2004

Bountiful, UT

Marketing Coach (Remote) at WebPro Coach

- I consulted hundreds of new Internet business owners in weekly half hour sessions in the conception of their unique business niche, the design of their company website(s), the use of their website shopping cart software, SEO, link outreach, affiliate marketing, writing and maintaining a business plan and a business journal, time management skills, paid ads, and content marketing.

April 2002 – April 2003

Orem, UT

Email Marketing Account Manager at Direct Solutions

- Fulfillment of client's opt-in email marketing campaigns, quality assurance/control was important. SQL and IT responsibilities.

March 2000 – April 2002

Provo, UT

Web Developer at Net-Bizz

- Participated on the Web Development Team responsible for the creation, design, programming, troubleshooting, and debugging of the company's eStore shopping cart software.
- Managed fulfillment of customer's web designs. Used design software such as Ulead PhotoImpact, Adobe Photoshop, Macromedia Flash, and Jasc Paint Shop Pro. Used the Net-Bizz eStore CMS as well as other HTML editors and FTP clients.
- Temporarily took over responsibilities of the Coaching Department Coordinator and Manager to provide customer support to clients and assign them to their coaches.
- Responsible for the company's corporate identity, corporate website designs, website sales copy, eStore template designs, other company logos, and graphics used for printed materials.