

KAMREN SCOTT

About Me

Marketing Leader | Digital Storyteller | Data Detective | Problem Solver

I'm an agile marketing strategist with 13+ years of purpose-driven experience. I'm seeking a dynamic and challenging position with the opportunity to make an impact through innovative campaigns, compelling content, creative thinking, and hard work.

📧 kamrenscott.com

✉️ hello@kamrenscott.com

📍 Texas

Leadership Expertise

- Strategic Planning & Visioning
- Stakeholder Communication
- Empathy & Team Building
- Operations Planning & Execution
- Ingenuity & Adaptability

Core Competencies

Marketing Operations, UI/UX, Content Marketing, Web Design, Product Marketing, Social Media, Email, SMS, Push, Paid Social, Paid Search, Affiliate Marketing, Influencer Marketing, Branding, Photography

Software Skills

Creative: Adobe Creative Suite, WordPress, Figma, CSS, HTML
Data: PostHog, Amplitude, Ahref, LookerStudio, Google Analytics, Google Tag Manager, Google Search Console
Messaging: MailChimp, Mandrill, OneSignal, Twilio, Emma
Social: Meta business/ad manager, Facebook, Instagram, TikTok, X, YouTube, Hootsuite, Sprout Social, Metricool
Admin: Mac/PC, Microsoft 365, Google Workspace, Asana, Jira, Slack, Monday

Education Credentials

BS in Journalism
University of Texas at Tyler
AS in Graphic Design
Tyler Junior College
AS in Photography
Tyler Junior College

Industry Awards

Gold Hermes Creative
Website Design
Gold Hermes Creative
Nonprofit Website Design
Silver Excalibur PRSA-Houston
Integrated Communications

Professional Experience

SaverLife

Nonprofit Fintech Research Organization • Remote

Director of Product Marketing 2025-Present

- Lead member experience team, allowing marketing and product to reach new audiences and engage users to improve financial health outcomes
- Oversee the design and execution of new features and campaigns that align with executive goals and grant deliverables, while balancing feasibility and impact
- Analyze platform data and member feedback to identify actionable insights that inform organizational strategies and tactics
- Launched a record number of growth and engagement campaigns, tripling long-term (18 month) retention and driving 100K+ new signups

Senior Digital Marketing Manager 2021-2024

- Developed, tested, and executed growth and engagement campaigns across digital ads, email, SMS, push, SEO, and social media
- Designed communications and automated customer journeys reaching 700K+ members, delivering personalized promotional and transactional messages
- Managed communication and editorial calendars to streamline messaging, optimize member experience, and boost open rates
- Implemented data-driven optimizations to increase engagement and conversions

Space Center Houston

Nonprofit & NASA Visitor Center • Houston, TX

Digital Media Supervisor 2019-2021

- Developed and led award-winning integrated digital strategy, overseeing web design, social media, content, SEO, digital ads, photography, and videography
- Managed Social Media Specialist and cross-functional contractors and agencies
- Directed award-winning website redesign featuring new content, a blog, and a dynamic events calendar, doubling online revenue to over \$14M annually
- Led multi-channel, programmatic ad campaigns with \$1M+ total spend, driving an 85% increase in annual sessions (4M+) and up to a 200% ROI

Digital Media Specialist 2015-2019

- Doubled annual social impressions (28M) and drove 800% follower growth (300K)
- Boosted organic search traffic by 15% and increased indexed pages by 80% through strategic SEO implementation and content optimization
- Led Kickstarter campaign to restore Apollo Mission Control, exceeding fundraising goal by 100%, generating \$500K in donations through digital outreach

PersonalWeb

Venture-Backed Software Development Startup • Tyler, Texas

Director of Marketing 2012-2015

- Led team of three spanning web design, UI/UX, social media, email marketing, SEO, digital ads, PR, and business development, and served as liaison between marketing and engineering, aligning product development with investor goals
- Designed UI/UX, supported front-end development, wrote brand and product content and press releases, managed corporate site and media outreach

Creative Director 2011-2012

- Served as leader in design and development of two substantial web and mobile applications and executed multi-platform corporate and product design projects