

JUSTIN SCOTT

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SUMMARY

Proven marketing leader with exceptional communication skills motivated to elevate global brand awareness, generate demand and accelerate company growth

EXPERIENCE

[Altice USA](#) (NYSE: ATUS) | [Optimum](#), [Suddenlink](#) | New York, NY

2018 – 2020

Vice President, Marketing and Communications

- Executive at a \$10B telecommunications provider of broadband, video, mobile services, news and content to 5M households in 21 states through Optimum, Suddenlink, News 12 and Cheddar
- Led a digital-first, direct-to-consumer marketing and communications strategy to launch and promote [Altice Mobile](#), a new mobile service through MVNO partnerships with Sprint and AT&T
- Hired and directed a digital marketing and communications team that managed brand, advertising, SEM/SEO, content, e-commerce, PR/IR, social media, communications and digital analytics
- Operated a \$15M budget (\$10M paid media, \$3M agencies, \$1M martech stack and \$1M merchandising), optimized all expenditures and orchestrated procurement process for vendors

Achievements

- Acquired 140K new customers in 10 months (3% base penetration) and achieved conversion goals ahead of schedule, under budget via communication of disruptive offer and value proposition
- Generated \$60M in revenue in 10 months through acquisition campaigns in paid, earned and owned channels that utilized programmatic media, addressable TV and geotargeted digital tactics
- Delivered 1.7B paid-media impressions and utilized Google Ads, Facebook Ads and A/B testing of conversion-driven CTAs and creative elements to increase paid-media efficiency by 20%
- Delivered 217 earned-media stories (790M impressions) from launch event and PR campaign and drove 22K unique visitors per day (avg) to website (~660K/mo.), which beat goal by 32%

[Virgin Mobile USA](#) ([Sprint Corp.](#)) | Kansas City, MO

2016 – 2018

Director, Communications

- Oversaw all communications functions including public, media, investor and community relations, social media, internal communications and events for leading U.S. mobile carrier
- Liaised with Virgin Group's North American and European marketing and communications teams to maintain brand standards and communicate Virgin's purpose

Achievements

- Directed media relations for Richard Branson's launch of Inner Circle, the first iPhone-only plan
- Generated 486 stories, 1.8B impressions in earned media in three weeks after the launch event
- Secured and facilitated media interviews for Richard and prepped him for media inquiries
- Partnered with Apple to host Richard for a photoshoot at Union Square store in San Francisco
- Delivered 1,000% ROI on event spend to earned-media value through agency management
- Publicized national cause marketing program that fueled donations of meals to Feeding America
- Donated 1M meals via 10 meals for a new customer, holiday promos for 200 meals a new customer
- Increased mentions of #DonateMyPlate by 100% and impressions by 420% in social campaign
- Elevated CEO's social presence via 450% increase in posts and a 313% increase in followers

Scott Communications LLC | Kansas City, MO

2011 – 2016

Owner

- Provided marketing and communications services to multiple clients in various B2B/B2C sectors
- Led communications for [Midwest Innocence Project](#), a non-profit for the wrongfully convicted
- Managed media relations for high-profile client Steven Avery from [Making A Murderer](#) on Netflix

AMC Entertainment Inc. (NYSE: AMC) | Kansas City, MO

2007 – 2011

Director, Corporate Communications

- Led communications team for a \$5.4B movie-theatre company with 1,000 theatres
- Assisted CEO and CFO on investor relations (earnings calls, conferences, roadshows)
- Strengthened employee engagement through management of various internal communications
- Created the first online community and social sites, established crisis communications guidelines

Achievements

- Increased media inquiries and article mentions by 71% throughout a four-year period
- Decreased departmental budget by 40% through vendor audit, negotiation, consolidation
- Launched first internal newsletter distributed to 17,000 associates in 400 theatres
- Reduced software costs by 50% by implementing Cision for media database, analytics
- Recognized for achieving \$27M profit in Q4 2009, ranked as best quarter in company history

Cerner Corp. (NASDAQ: CERN) | Kansas City, MO

2003 – 2007

Senior Manager, Public Relations and Marketing Communications

- Directed creative marketing communications and PR team for leading \$5.7B healthcare IT company
- Assisted CEO and CFO with investor relations (earnings calls, conferences, roadshows)
- Started *Cerner Quarterly*, a healthcare thought-leadership magazine, grew circulation to 10,000
- Launched internal media update of relevant articles, increased subscribers to 4,000 in two years
- Increased article mentions by 20% each year, reduced budget by 50% via vendor consolidation
- Created media update and drove subscribers from 300 to 4,000 associates in two years
- Developed a digital project management system that decreased creative production time by 25%

Aon Corp. (NYSE: AON) | Philadelphia, PA

2000 – 2003

Assistant Vice President, National Marketing and Communications

- Directed national public relations and assisted with IR for employee-benefit consulting firm
- Led crisis communications efforts from New York after losing 176 employees on Sept. 11, 2001
- Developed media strategies and managed Weber Shandwick, an external public relations agency

The Vanguard Group | Philadelphia, PA

1997 – 2000

Communication Manager

- Created retirement/investment communications for institutional clients of mutual fund company
- Developed guides to educate employees on asset allocation, diversification, risk tolerance
- Oversaw the internal development of software used to order and manage client materials

EDUCATION

- **Master of Journalism Degree** | [Temple University](#) | Philadelphia, PA
- **Bachelor of Arts Degree** | English/Sociology | [St. Lawrence University](#) | Canton, NY