

# JOE SCOTT

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## EXPERIENTIAL MARKETING | AUDIENCE DATA & SEGMENTATION | COMMUNITY MANAGEMENT

**Growth-focused B2B Marketing Leader** with a decade of experience in affiliate and partner programs, experiential marketing, community management, and demand generation across SaaS environments. Known for experiential programming (webinars, virtual summits, podcasts, and video) built as pipeline campaigns, audience data and segmentation that sharpens targeting and improves lead quality, and project leadership that streamlines complex, cross-functional work. Recognized for relationship-building that unlocks partners, speakers, and internal alignment, turning trust into measurable outcomes. *Key Achievements include:*

- Generated 850+ MQLs through virtual program management against a departmental target of 600 and built cold outreach campaigns producing 400-800 net-new MQLs per trimester from Fall 2024 through February 2026.
- Led and optimized Legal Up, a two-day virtual summit with 2,400 registrants and 1,400 attendees across 26 presentations, managing a \$75K budget and exceeding inherited performance benchmarks in four months with 1/4<sup>th</sup> of the prior spend.
- Streamlined the marketing-to-sales path to reduce MQL to first order conversion from six months to six weeks and partnered with CRO auditors to uncover landing page and automation breakdowns that caused friction and lost demo requests.
- Built experiential affiliate workflows that drove the highest on-calendar demo request volume in InfoTrack history, leveraging affiliate trust and media to get the right buyers into AE conversations faster.
- Leverages AI tools such as Claude, ChatGPT, Riverside, Mirage, and AI video editors to accelerate copywriting, production workflows, and long-form to short-form repurposing while maintaining a human, audience-first voice.

### Core Competencies:

Virtual Event Marketing Strategy • Community & Partner Marketing • Partner Activation • Influencer Recruiting • Affiliate Communications • Co-Marketing Campaigns • Webinar Strategy • Virtual Event Production • Experiential Demand Generation • Digital Content Repurposing • Lifecycle Nurture • Funnel Optimization • MQL Generation • MQL to SQL Conversion • Sales Enablement • Pipeline Acceleration • Cold Outreach Campaigns • Conversion Rate Optimization • ROI Reporting • Marketing to Sales Alignment • Cross-Functional Leadership • Stakeholder Management • Vendor Management • Budget Ownership • Project Management • Performance Reporting • KPI Management • Team Leadership • Relationship Building • Program Optimization

## Professional Experience

### Campaign Marketing Manager

**INFOTRACK US (LEGAL TECH EFILEING SOLUTIONS PLATFORM)**, Remote

2023 – 2026

- Delivered 850+ MQLs (vs 600 department goal) by running webinar and affiliate programs with segmented nurture and sales-ready handoffs.
- Generated 400-800 net-new MQLs per trimester (Fall 2024–Feb 2026) by executing cold outreach campaigns, data-led targeting, and partner amplification.
- Produced Legal Up (2,400 registrants; 1,400 attendees; 26 sessions) by rebuilding the program into leaner tracks and tightening promotion, speakers, and run-of-show.
- Supervised a \$75K summit budget and beat inherited benchmarks in four months by delivering micro-version experiences with 1/4 of prior spend and tighter vendor scope.
- Shortened MQL-to-first-order conversion from six months to six weeks by redesigning lifecycle nurture, follow-up workflows, and demo booking paths with Sales.
- Recovered lost demo requests by partnering with CRO auditors to fix landing-page friction and automation errors that created drop-offs and abandoned journeys.
- Triggered the highest on-calendar demo request volume in InfoTrack history by launching affiliate-led experiential workflows powered by influencer trust and co-marketed content.
- Aligned a five-person marketing team to zero missed goals (T1 FY2026) by implementing shared project management, weekly production sprints, and KPI-driven ownership.
- Scaled repurposing output across video and podcast campaigns by using Claude, ChatGPT, Riverside, Mirage, and AI video tools for scripting, editing, and short-form cuts.
- Produced legal-tech audio segments via Legal Talk Network by repurposing summit content into standalone episodes with custom intros and edits for audio-first listening ([LINK](#); [LINK](#); [LINK](#)).

## Senior Content Marketer

**PCLAW | TIME MATTERS (LEGAL PRACTICE MANAGEMENT SOFTWARE)**, Remote

2021 – 2023

- Drove 30-40% higher webinar attendance by rebuilding promotional flows, tightening audience targeting, and aligning event themes to buyer pain points.
- Lifted email open rates by 15-20% by stabilizing sender reputation and improving list hygiene, segmentation rules, and campaign QA checkpoints.
- Cut soft bounces and delivery friction by executing CRM and workflow changes that removed dead paths, corrected routing, and reduced downstream list decay.
- Directed multi-channel demand programs by producing ads, landing pages, emails, guides, case studies, and video assets tied to funnel stage and sales priorities.
- Built performance reporting cadence by monitoring campaign KPIs and translating results into weekly optimizations across messaging, offers, and distribution channels.
- Accelerated ramp time for new hires by mentoring junior associates, documenting workflows, and standardizing production steps for repeatable execution quality.

## Content Marketer

**WHEREOWARE (DIGITAL PRODUCT AGENCY FOR WEB/MOBILE)**, Remote

2022 – 2023

- Doubled webinar attendance by packaging topics into campaign-based programming, tightening promotion timelines, and deploying sales-supported outreach.
- Boosted email open rate by 10% by gamifying engagement, refining segmentation, and testing subject lines and CTAs tied to buyer intent.
- Elevated LinkedIn engagement for three straight months by building a consistent content cadence and tailoring posts to audience pain points and behaviors.
- Launched integrated email campaigns by coordinating production in Acoustic Messenger and executing CRM-connected workflows aligned to Salesforce activity.
- Unified marketing and sales execution by creating shared briefs, follow-up expectations, and feedback loops to improve lead quality and conversion readiness.
- Advanced campaign targeting decisions by applying industry research and customer behavior insights to content themes, offers, and distribution channels.

## Marketing & Public Relations Specialist

**GOODWILL INDUSTRIES OF CENTRAL NORTH CAROLINA, INC.**, Remote

2019 – 2020

- Tripled grand opening sales by executing a full launch campaign across local media, community partnerships, and high-visibility promotion.
- Secured major partner placements by landing collaborations with MGM Entertainment, local TV/radio, and influencers through targeted outreach and relationship building.
- Expanded brand reach across channels by leading website redesign efforts, producing an online video series, and coordinating press coverage and social activation.
- Mobilized 10K+ mask donations by creating the Masks for Heroes program, organizing volunteers, and earning commendation from the City of Greensboro.

## *Entrepreneurial Ventures*

### **CREATIVE & COMMUNITY MARKETING DIRECTOR – MIXED TAPE MEDIA**

- Built a flagship experiential event brand by launching Super FamiCon and driving 1,300+ attendees in year one through influencer partnerships, live programming, and community-led promotion.
- Produced a top-ranking narrative podcast reaching #2 in Apple Podcasts Film History and #45 in TV & Film by owning story development, scripting, editing, and end-to-end production.
- Created high-volume podcast programming (250+ episodes) for “The Movie Show” by managing guest coordination, episode production, and publishing workflows (guest examples include Will Ferrell, George Clooney, and Renée Zellweger).
- Published long-form narrative audio journalism through Downlow.d: The Rise and Fall of Harry Knowles and Ain’t-It-Cool-News, producing and distributing episodes for audience growth ([LINK](#)).

## *Education*

**BACHELOR OF ARTS, ENGLISH – UNIVERSITY OF NORTH CAROLINA AT GREENSBORO**