

# SCOTT ARMATO

## résumé

## Employment

April 2016 – Present

### Cape May Brewing Company

*Storyteller*

- ♦ Wrote 4-6 weekly blogs communicating brewery news, product announcements, new initiatives, industry reports, and state Guild news to customers and fans
- ♦ Crafted and designed weekly newsletter for distribution to 12,000+ member list
- ♦ Wrote press releases for local, regional, and national distribution
- ♦ Spearheaded two award campaigns resulting in CMBC being named NJMEP Start Up Manufacturer of the Year and NJBIZ Emerging Business of the Year for 2016
- ♦ Formulated public message regarding CMBC's successful rebranding campaign
- ♦ Maintained CMBC's Wordpress-based, SEO- and mobile-optimized website
- ♦ Wrote and edited product descriptions based on input from ownership, brewers, and management

October 2015 – February 2016

### Earl Girls Inc.

*Sales Manager*

- ♦ Sell lighting and theatrical equipment to theatres, casinos, and venues over the phone, by email, and in person
- ♦ Negotiate pricing from suppliers and distributors
- ♦ Arrange shipping and delivery to clients and customers
- ♦ Produce marketing and advertising material for publication and distribution

February 2014 – October 2015

### Astoria Performing Arts Center

*Marketing Director*

- ♦ Plan and execute media strategies throughout two-show season
- ♦ Supervised and monitored graphic designers and other specialists to ensure timely delivery of posters, flyers, signage, and advertising copy
- ♦ Establish and maintain marketing partnerships
- ♦ Design and implement strategies to improve attendance at events
- ♦ Increase engagement in social media

March 2010 – April 2011

### Cape May Stage

*Marketing Assistant*

- ♦ Wrote press releases for distribution to local and national media outlets
- ♦ Formulated web presence through social media, e-mail, and website
- ♦ Instrumental in developing Showbill 2011, selling 24% of sellable ad space
- ♦ Created and designed displays, advertising copy, signage, fliers, and posters
- ♦ Facilitated ticket sales as *de facto* box office employee

August 2007 – April 2017

### Port Norris United Methodist Church and First UMC of Vineland

*Organist and Musical Director*

- ♦ Play and sing Sunday services, weddings, and funerals
- ♦ Arrange, interpret, and teach choral and individual music
- ♦ Manage budget, schedule musicians, purchase music and equipment
- ♦ Organize and conduct combined choirs in annual Cluster Choir Festival

## Executive Summary

A marketing executive with a proven track record of generating engaging, informative, and persuasive content resulting in increased sales opportunities, expanded audiences, elevated revenue and profits, and significant growth for companies and organizations in the artistic and beverage sectors.

With substantial writing experience, publications include online and print media, such as *Brewbound*, *CraftBeer.com*, *Brewer*, *Playbill*, and *TheaterMania*, among others. Developed and implemented cross-platform marketing initiatives, spanning public relations, digital, print, radio, video, and social media.

Over thirty years of experience in music and theatre, including lighting design, stage management, production management, musical direction, and stage direction. Multiple leading roles onstage. Taught and instructed musical education to students, choirs, and casts ranging in age from elementary school to senior citizens. Self-taught pianist, organist, and composer.

See [www.scottarmato.com](http://www.scottarmato.com) for portfolio and artistic résumé.

## Skills

- ♦ Creative Storytelling
- ♦ Product Branding
- ♦ Content Development
- ♦ Public Relations
- ♦ Public Speaking
- ♦ Educating
- ♦ Critical and Analytical Thinking
- ♦ Mobile, Email, and Social Media Marketing
- ♦ Promotional Copywriting
- ♦ Defining Target Audiences
- ♦ Customer-centric
- ♦ Interviewing
- ♦ Collaboration
- ♦ SEO Tools
- ♦ Grant Writing
- ♦ Evaluating Proposals
- ♦ Deadline-oriented
- ♦ Evaluating Design

## Education

**Drexel University** 2012 – 2014

Master's of Science in Arts Administration  
Thesis incomplete, 3.77 GPA

**The Richard Stockton College of New Jersey** 2009 – 2011

Bachelor's of Science in Business Admin., Marketing  
*cum laude*  
Bachelor's of Arts, Theatre Management  
*cum laude*, Program Distinction

**Villanova University** 1994 – 1998

103 credit hours earned  
Majors in Secondary Education, Math and English