

# SCOTT ARMATO

## résumé

## Employment

April 2016 – Present

### Cape May Brewing Company

Content Marketing Coordinator

- ◆ Oversee direction and creation of marketing content
- ◆ Write 4-6 weekly blogs communicating a variety of brewery news
- ◆ Craft and design weekly newsletter for distribution to 32,000+ member list
- ◆ Write press releases for local, regional, and national distribution
- ◆ Write and edit product descriptions based on input from brewers and management
- ◆ Create content copy for event listings on Facebook and website
- ◆ Execute internal messaging to 100+ employee base
- ◆ Spearhead successful award campaigns and grant applications
- ◆ Formulate public messaging for rebranding campaign and new initiatives
- ◆ Plan and execute fruitful SEO campaigns
- ◆ Maintain Wordpress-based, SEO- and mobile-optimized website
- ◆ Coordinate and execute IT initiatives, maintaining computers and phone system

October 2015 – February 2016

### Earl Girls Inc.

Sales Manager

- ◆ Sell lighting and theatrical equipment 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

### Self-employed

Musician

- ◆ Organist and choir director at Port Norris UMC and Vineland UMC
- ◆ Musical directed over thirty full-length musicals, children's shows, and cabarets
- ◆ Highly-respected baritone vocalist and actor

## 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 beverage and artistic sectors.

With substantial writing experience, publications include on-line 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

**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