

Scott A Croom

Strong educator and digital marketer with a project manager's sensibilities

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EXPERIENCE

FMN Media — *Digital Marketing & Web Editor*

MAY 2017 - PRESENT

- Designed, built, and maintain fuelsmarketnews.com, the go-to news source for the fuels industry averaging >1,000,000 pageviews/month using DIVI / WordPress
- Instituted drip campaigns for potential advertising and seminar clients
- Maintain email marketing infrastructure with Robly that sends >1 million emails/month
- Create 7 different email marketing products including daily, weekly, and product-specific newsletters as well as
- Created system for tracking ad impressions, click rates, and openings

SACroom.com— *Freelance Digital Marketing*

SEPTEMBER 2013 - PRESENT

- Develop and manage WordPress CMS, WooCommerce, Constant Contact, Acuity, and Trello systems
- Freelance copywriting and editing
- Developed and manage social media accounts for clients Train clients on SEO, social media, and all aspects of digital marketing
- Featured speaker at WordCamp San Antonio 2016 entitled Pain-Free (ish) Project Management

HostGator.com — *Professional Services Team Lead*

JANUARY 2015 - SEPTEMBER 2016

- Oversee operation of design, WordPress Expert, SEO, and Optimized WordPress teams
- Developed and maintained internal web-based sales and training tools
- Develop and manage WooCommerce, Constant Contact, and Acuity systems for internal and external clients
- Coach team members on improving their deliverables and customer service
- Scaled WordPress Experts team from one to eight in order to train client and provides systematic support internally and externally for the Optimized WordPress product line

PROJECTS

WordCamp San Antonio 2015, 2016, 2019

Marketing wrangler for inaugural San Antonio WordCamp that managed multiple social media channels.

Wrangled sponsors, swag, and contributions from vendors.

Helped coordinate the organization, location, and buildout of the convention

FuelsMarketNews.com — *Design and operation*

Designed & built website to be used by a large group of contributors with limited technical expertise

SKILLS

Soup to nuts digital marketing:

- LAMP Stack web hosting
- DNS configuration and troubleshooting
- WordPress design and implementation
- Cross-platform compatibility
- Brand evaluation

- Train clients on SEO, social media, and all aspects of digital marketing
- Provide support for LAMP stack hosting products & DNS issues using cPanel based hosting
- Consistently in the top 10% of KPIs for Web Advisors
- Write scripts, record, and produce online training and marketing videos using Camtasia

Webtegrity — Jr. WordPress Designer, Social Media Director

JANUARY 2014 - DECEMBER 2014

- Developed and executed social media marketing campaigns for clients
- Instructor at the WP Code Academy teaching social media and digital marketing to WordPress to students of varying experience levels
- Co-designer of WordPress training curriculum for the WP Code Academy
- Created unique, search engine friendly content for client sites
- Performed sales, prospecting via phone and internet, and technical support for clients
- Create instructional videos for educating people on various WordPress and marketing related topics

Houston ISD, Houston, TX — Middle School Engineering Teacher

JUNE 2011 - JANUARY 2014

- Coached team to the national championship for wind turbine design and implementation with KidWind.org
- Coached award-winning state level and President's award-winning STEM/ Vex Robotics Engineering Competition Team
- Mentored and developed competitive speech and math teams
- Increased pass rate from 35% to 80% on state math test for at-risk students through intensive tutoring

EDUCATION

University Of Houston - Clear Lake, Houston, TX — BS Management

- Social Media
- Digital Media

Strong team building and project management

Relentless customer focused service and sales

AWARDS & PRESENTATIONS

Houston Business Journal

<http://www.bizjournals.com/houston/stories/2003/06/02/story3.html>

RivardReport.com

<https://therivardreport.com/san-antonios-first-wordcamp-draws-cheers/>

WordCamp San Antonio [Pain Free\(ish\) Project Management](#)

SOFTWARE

WordPress, HubSpot, Hootsuite, HTML, CSS, ToDoIst, Trello, Robly, ConstantContact, JIRA, AgileCRM, Basecamp, cPanel, LAMP stack