

Scott M Walters

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Professional Summary

Experienced educator and marketing specialist with a proven track record of creating engaging content to increase existing and new market share through the use of traditional and emerging platforms.

Marketing Experience

Marketing & Tour Manager, ArborTrek Canopy Adventures, LLC June 2014—Present
Jeffersonville, Vermont

- Responsible for brand management, PR, media relations, corporate positioning, and advertising
- Design print and email marketing campaigns to promote brand identity and capture new and repeat business for the Tennessee and Vermont markets
- Represent company at promotional events—corporate meetings, trade shows, marketing conferences, chamber mixers and industry meetings
- Interact with the media for special promotions to identify and present key messages
- Assist in the development of job listings; market openings; select, interview, hire and supervise 26 employees
- Responsible for all facets of daily operations at the aerial adventure park

Marketing Coordinator, Tio Juans' Margaritas June 2008 – July 2009
West Lebanon, New Hampshire

- Responsible for preparing and executing promotional events such as Margaritas Full Moon Madness to help increase market share
- Develop strategic relationships with local businesses to create cross-promotion and raise money for charity
- Create new marketing material to be distributed throughout the Upper Valley using Adobe Photoshop, social media sites, and online editors

Business Development Associate, Staples Business Advantage August 2006 – December 2007
Philadelphia, Pennsylvania

- Awarded Business Development Top New Hire Award Q4 2006
- Acquire new business primarily through in-person contacts, phone follow-up, and presentations.
- Negotiate orders for sales ranging from tens of thousands to a million dollars
- Maintain client database system using Salesforce CRM
- Open new accounts and transition clients to designated account manager
- Ensure revenue and profit objectives were met through targeted prospecting of mid-sized to large accounts

Sports Intern, WCAX May 2004 – August 2004
Burlington, Vermont

- Produced the sports segment for the Eleven O'clock News Broadcast
- Wrote content and timed copy out to shots
- Filmed on location at sporting events
- Edited video and audio clips

Teaching Experience

Physical Education and Health Teacher, Johnson Elementary School

March 2014 – June 2014

Johnson, Vermont

- Teach physical education classes to students ranging in grade level Kindergarten to Six
- Develop a comprehensive curriculum based on state and national standards
- Plan detailed lessons that were cognitively stimulating and kinesthetically challenging
- Help students foster and appreciation for living healthy and active lifestyles
- Plan and implement school-wide events

Physical Education Student Teacher, Rick Marcotte Central School

January 2012 - June 2012

South Burlington, Vermont

- Encourage the exploration of new physical activities and concept for all students
- Integration of technology into lessons
- Facilitate a safe learning environment for all students
- Assess students to applicable federal and state standards

Substitute Teacher, South Burlington School District

May 2011 - February 2014

South Burlington, Vermont

- Effectively execute lessons for students of varied academic/age levels, grades K-12
- Communicate with teachers, administrators and parents
- Build a positive rapport with students
- Summarize in writing the day's events in detail for the classroom teacher

Education

- Bachelor of Science in Physical Education
University of Vermont – Burlington, VT

May 2012

- Bachelor of Arts in Broadcasting Telecommunications & Mass Media
Temple University – Philadelphia, PA

January 2006

Skills

- Office Systems – Proficient in Office 365—Word, Excel, PowerPoint—and Google Docs
- Web Design – Strong familiarity in WordPress, CSS, HTML; Some Joomla Content Management Use
- Social Media – Hootsuite, Facebook, Twitter, Instagram, Snap Chat campaign development and management
- Email Marketing – Develop HTML newsletters and promotions
- Customer Service/Client Resource Management – Sales Force, Resmark Systems
- Graphic Design/Video Editing – moderate proficiency in Adobe Photoshop CS, Adobe Premiere, Final Cut Pro, Pro Tools Sound Editing

Interests & Hobbies

- Outdoor pursuits – Hiking, Mountain Biking, Snowboarding, Travel
- Athletics –World Taekwondo Federation 4th degree Black Belt, Former Division I Soccer Player, Disc Golf Enthusiast, Golf, Former dirt race car driver