

Jeffrey Scott



Objective

Marketing leadership position in a nonprofit, education or research organization

Professional Highlights

- Founded and built two marketing agencies into multi-million-dollar businesses
- Counseled CEOs and senior executives at prominent organizations
- Advised clients such as Adobe, Blackboard, Chan Zuckerberg Biohub, Choice Hotels, FICO, HP, Kaiser Permanente, Oracle, VISA, VMware
- Led communications for clients during high-stakes situations, including public policy campaigns, congressional inquiries, acquisitions, IPOs, and investigations
- Managed the integrated social, web and media campaign to introduce free FICO Scores; secured over 100 million media impressions; helped grow program participation from 20 million to 150 million consumers
- Managed public rollout of Chan Zuckerberg Biohub with objective of accelerating recruiting by positioning organization as a thought leader and innovator in life science research; secured online, print and broadcast coverage that reached 160 million people; reached over two million people via targeted social media campaign and received over 200,000 positive reactions
- Managed campaign to launch Visa Secure (formerly Verified by Visa), a service that protects consumers from payment fraud; campaign resulted in over 150 million impressions; helped build program from zero to 350 million consumers worldwide



Career Experience

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|---|---|----------------|
| City of San José | Head of Communications, Affordable Housing & Homelessness | 2019 - present |
| <ul style="list-style-type: none">• Established communications function within City's Housing Department• Built out communications team, including social media, graphic design, video production• Create content for public engagement, City Council meetings, stakeholder briefings, social media• Handle media relations, message development, communications strategy• Manage cross-functional and inter-agency projects with partners at the County of Santa Clara, nonprofit agencies, and private-sector philanthropies• Created department's podcast, YouTube channel and Facebook account, expanded Twitter presence, redesigned website, and manage department's email marketing with Constant Contact | | |
| iQ 360 | Co-founder and Principal | 2010 - 2018 |
| <ul style="list-style-type: none">• Co-founded marketing agency in San Francisco, CA• Achieved annual profitability > 25 percent; industry average ≈ 15 percent• Managed agency growth from launch to more than 20 employees• Led expansion of agency into multiple geographic markets• Identified growth opportunities and built new lines of business in video production, crisis communication and media training• Grew client portfolio in education, technology, clean energy and non-profit sectors | | |
| Split Rock Communications | Founder and Managing Director | 1999 - 2010 |
| <ul style="list-style-type: none">• Founded tech-focused marketing and public relations agency in Washington, DC• Managed business development, client services and operations• Developed agency into bi-coastal business with office in Silicon Valley• Expanded from media relations into web development, social media and executive communications | | |



Cunningham Communication

Manager

1995 - 1999

- Managed enterprise software portion of multi-million-dollar HP account for large public relations agency
- Provided executive communications counsel
- Developed and managed the implementation of national broadcast and print campaigns
- Oversaw communications programs for multiple strategic product lines

Nonprofit and Mission-driven Clients

- AbilityPath (formerly GatePath)
- Blue Planet Foundation
- Chan Zuckerberg Biohub
- Chicago Housing Authority
- Enterprise Community Partners
- Kahauiki Village
- Kaiser Permanente
- LifeMoves
- Pulama Lana'i
- Reach for Home

Education

University of California, Santa Barbara

- B.A. Political Science, concentration in public service
- Graduated with honors

San José State University

- M.S. Mass Communications
- Graduated with honors

Johns Hopkins University

- Center for Government Excellence
- Certification in community engagement

Skills and Expertise

- Strategic communications
- Brand building
- Public awareness and education campaigns
- Media relations
- Content creation
- Crisis communication and issues management
- Team management and leadership
- Social media strategy and program execution
- Digital communications and marketing
- National and international campaign execution
- Writing