

Blake Douglas Scott

706 Country Club Road | Bridgewater NJ 08807 | blakescott836@gmail.com | 908.295.7348

Full time positions

Assistant Manager, blue Nile NYC

September 2013 - Current, NYC

Managing the shop on a daily basis which includes opening the store, answering the phone, helping customers with their questions, organizing & tidying the merchandise, as well as completing sales on the cash register. Utilizing my social media knowledge, I established the shop's Instagram account and archive original photo and video content daily. I interact with customers online and this has increased sales in the store. After four months I've acquired more than 1,600 followers to the shop's IG. I also manage product requests & marketing

North American Marketing Manager, MobileFun, Inc.

August 2012 - August 2013, Brooklyn NY & Birmingham England UK

Established the North American counter part for a successful e-commerce site based in Birmingham, England which markets mobile accessories in more than 50 markets across the world. After a month in England at HQ meeting with staff, I opened the North American office. I handled all aspects of the North American presence. Some of the daily tasks I executed and monitored where; Setting up and moderating dozens of unique Google Ad Words accounts (PPC), blogging, social media management, editing web based content, localizing ad copy, SEO optimization, customer support and hiring staff

Product Development Specialist, CTA Digital, Inc.

December 2009 - July 2011, Brooklyn NY

Wrote original ad copy for new video game/tech products and accessories, managed product testing, cataloged merchandise and organized product statistics using Excel. Other responsibilities included product development of video gaming accessories [Such as designing unique gun controllers and tactical systems] testing prototypes & finished products. I also provided Tier 1 technical support

Internships

Social Media Assistant, Mishka NYC

January 2012 - April 2012, Brooklyn NY

Wrote original content for the company blog (PR 4) which updates daily with new music releases, videos, events and downloads. Contributed to and moderated the Mishka Facebook and Tumblr accounts

Education

Pratt Institute, Brooklyn NYC

BFA Visual Communications 2009

Tags

#SEO, #PPC, #Sales, #Macintosh, #Windows, #Illustration, #AdobeCreative, #Photoshop, #InDesign, #Illustrator, #MicrosoftOffice, #NewMedia, #Promotions, #Tactical, #Blogging, #Tumblr, #Facebook, #Pinterest, #Instagram, #Google+, #YouTube, #Foursquare, #Wordpress, #Mailchimp, #Landingpage

References are available by request