



CLICK OR SCAN
Video Message



SCOTT DANIEL LYSZ

GROWTH MARKETING LEADER

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EDUCATION



B.A. English & Applied Linguistics
The University of Michigan, Ann Arbor



Active Memberships: NASA, Climate Blue,
Business @ Michigan, Entertainment &
Media, & UM Mt. Biking

Grants & Scholarships (Phi Theta Kappa, MI-
Grant) Mentored by Tish O'Dowd

SKILLS

Data Driven Performance Metrics
GTM for New Products & Features
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Graphic Design & Video Editing
User Experience
Data Analytics
On-screen & VO

STRENGTHS

Marketing Strategy & Execution
Data Analytics & Performance Metrics
Creativity & Disruption
Hands-on Leadership & Soft Skills
Funnel Growth Optimization
Growth Hack Campaigns
Product Marketing
B2B SaaS Marketing
Content Creation
AI Implementation
MarTech



SHORTPOINT INC.

Nov 2021 - Present

CHIEF MARKETING OFFICER (CMO) (US, UAE, UKRAINE)

I am honored to have worked with ShortPoint over the past 3.5 years, including several extremely talented team members across the globe. My work with Shortpoint; a niche B2B SaaS solution, has catapulted them to be a premier Microsoft Partner and authority in the field, while adding millions of users and several Fortune 500 companies to our portfolio.

- Executed complete GTM roadmap for several new features and products across the Microsoft community targeting Enterprise & SMB customers.
- Completed competitive analysis, keyword gap analysis and marketing positioning analysis to differentiate branding in a saturated industry.
- Created and executed new branding initiatives, including social media, PR, and viral video campaigns resulting in a 278% increase in branded organic search.
- Created and managed the marketing budget to drive ROAS and ROI for top funnel clients.
- Pivoted messaging for SMB customers to create strategy for revenue stabilization.
- Automated marketing activities coupled with enhanced conversion strategies across SEM and CRM.
- Created performance metrics for accurate forecasting of CPC/CPA with an emphasis on customer performance lag.

RESULTS:

- **Increased Revenue +14.42% YoY** (+66.56% average over 3 years)
- **Grew Trial Requests +83.42% YoY** (+52.54 average over 3 years)
- **Increased Revenue from Organic Traffic +85.87% YoY** (+32.40 average over 3 years)
- **Increased Organic Traffic +38.48% YoY** (42.56% average over 3 years)
- **Increased all Traffic +57.37% YoY** (22.58% average over 3 years)
- **Increased Value per Visitor +29.8% YoY** (9.28% average over 3 years)



A&D TECHNOLOGY

May 2019 - Nov 2021

DIRECTOR OF MARKETING | GLOBAL (US, UK, CHINA, GERMANY)

Developed a road-map of best practices for global marketing, branding, and SEM with an emphasis on data driven attribution. My direction led the implementation of digital marketing strategies and branding across A&D subsidiaries in 12 countries and 15 offices with revenues approaching \$500M.

- Led and executed marketing automation efforts through expert knowledge of CRM and website analytics for maximizing conversion rates.
- Led the development of all marketing strategies for print & digital advertising campaigns.
- Designed strategies for trade show execution for international trade shows (US, Germany & China).
- Led the development of an updated A&D website, implemented across 7 websites, utilized internationally in 12 countries marketing A&D products.
- Leveraged performance metrics for growth funnel optimization for Paid and Organic channels driving enterprise customers for battery testing and SaaS applications.

RESULTS:

- **Increased of Organic Traffic +242.22% YoY** (US website - 6m after implementation)
- **Increased of Organic Traffic +356% YoY** (average for 6 international sites - 6m after implementation)
- **Increased inbound leads YoY +96%**
- **Increased inbound revenue +122% YoY** (Q3 2020 to Q3 2021 - 8m Sales Cycle)
- **Decreased contact to customer sales cycle by 3.2 months**
- **Added large battery testing customers** such as Samsung, Microsoft, Lucid Motors, GM, and John Deere

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SOFTWARE

SEO (GSC, GA, SEMrush, ahrefs, Screaming Frog)
SEM (GoogleAds, LinkedIn, Rollworks, Reddit, Meta, X)
Adobe Suite (PS, AI, XD, ID, LR, AU, PR)
Google Suite (Analytics, Search Console, GTag)
Video (Premier, Cinema4D, After Effects, Boujou)
CRM & PM (HubSpot, Salesforce, Asana, Miro)
Website (Wordpress, Webflow, HTML & CSS)

ACCOLADES

Guest Feature in Forbes Magazine for SEO and Growth Marketing
Spotlit by The Michigan Daily for Viral Video Creation
Interviewed by The Hour for contributions for Michigan economic disparity resources
Writing featured on Comedy Central, Conan O'Brien and Late Night with Jimmy Fallon



NUARX INC.

Jun 2018 - May 2019

DIRECTOR OF MARKETING (SOUTHFIELD, MI)

Leading the development of all marketing strategies for print and digital advertising campaigns and collateral. With a strong emphasis on big data utilization, this work included the complete development of the NuArx website, SEO, UX, UI, video creation, messaging, branding initiatives and B2B marketing. My work with NuArx positioned them from founding to a \$87M acquisition by Viking Cloud.

- Led the direction of the development of the NuArx website with an emphasis on brand positioning, search engine optimization and accessibility.
- Created video marketing strategies for B2B SaaS marketing to existing customers within international businesses (Jimmy John's, Wendy's, Burger King & Little Caesar's International, etc.
- Positioning of SEM & SEO strategies based on a deep dive into data analytics, competitive analysis and broader keyword gap analysis.
- Consulting with development teams about UX of the NuArx dashboard, feature requests and customer feedback.

Aug 2016 - Jun 2018

CREATIVE MARKETING MANAGER

Led a team of marketing professionals for the creation of the NuArx brand 90 days after founding. Created and delivered marketing strategies for digital & print media as well as the development of tradeshow displays, banners & strategic placement.

- Led the marketing strategy and creative direction for all product marketing, messaging and positioning across print and all digital platforms.
- Ground-up development of all digital campaigns, print campaigns, tradeshow designs and branding initiatives, including leading the direction of the NuArx websites and customer landing pages.

RESULTS:

- Successfully marketed internet security product to global franchises growing revenue from **<\$5M to \$47M**
- Diversified marketing efforts for remarketing to existing franchise owners from **<\$1.2M to \$12M**
- Grew Organic Traffic to the NuArx website by **+2,756%** in the first year, **+428.75%** YoY
- Resulted in acquisition by Viking Cloud by **\$87M after <5 years**



JUMPQ

Sept 2014 - Aug 2016

MARKETING MANAGER (US & CANADA)

Led the GTM for new product. Led the development of digital advertising initiatives, print marketing materials, tradeshow displays, and sales support materials to market B2C & B2B SaaS. Lead the development of cross-platform marketing initiatives. Secured seed funding for implementation in over 25 locations inside of 3 months.

RESULTS:

- Secured seed funding from city of Windsor, Canada to help local infrastructure of SMBs
- Successfully marketing JumpQ to **+25 locations** inside of 3-months
- Successfully launched on **AppleStore and Google Play**
- Installed for use by over **5,000 users**, achieving **MAU numbers of 22%** in the first 6 months.

ADDITIONAL EXPERIENCE



XORAN TECH

Sept 2015 - Aug 2016

Marketing Coordinator



HUDSON LEGAL

2011 - 2015

Marketing Content Creator & Technical Writer



SCION GROUP

Sept 2009 - Aug 2011

Marketing Specialist