

SCOTT N. METCALF

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EDUCATION

Brigham Young University-Idaho
Bachelor of Science

Rexburg, ID
Graduation: April 2021

Western Governors University
Master of Business Administration
Master of Science in Management and Leadership

Salt Lake City, UT
Graduation: April 2023
Graduation: October 2023

Professional Certifications & Projects

Certifications

Google's Digital Marketing and E-Commerce Professional Certificate (7 courses)

- *Foundations of Digital Marketing and E-Commerce Certificate (1st Course)*
- *Attract and Engage Customers with Digital Marketing Certificate (2nd Course)*

Completed: November 2023
Completed: December 2023

Project- HydeXadvertising

- Created HydeXadvertising, a freelance advertising agency focused on increasing leads for local business
- Marketed services to various local businesses through direct marketing, referrals, and social media
- Implemented Facebook Ad campaigns for two diverse businesses resulting in the acquisition of 20 leads and engagement with an audience of 10,000 users.

WORK EXPERIENCE

ACO, Inc.

Digital Marketing Specialist

Casa Grande, AZ
April 2024 – Present

- Design and execute targeted email campaigns using HubSpot to capture leads and drive traffic to the website
- Manage social media for content creation, scheduling, and engagement, boosting follower growth and metrics
- Create visually captivating digital content using Canva and Adobe Creative Cloud, including graphics, videos, and infographics, to bolster marketing efforts across diverse online platforms

Marketing Assistant Intern

January 2024 – April 2024

- Monitored various projects through Asana for effective task management and organization to meet tight deadlines
- Assisted in trade show and webinar event preparation by creating digital content, preparing collateral and materials, and organizing product shipments to various states with great attention to detail
- Collaborated on department expenses and initiatives to compile monthly expense and marketing reports

I Heart Naptime, LLC

SEO Assistant

Gilbert, AZ
November 2023 – January 2024

- Analyzed keyword rankings of I Heart Naptime's content on SERP while reporting any surges to content manager
- Monitored organic search traffic growth from the previous month to determine which web pages were performing well

Digital Marketing Assistant/Video Editor

August 2016 – January 2024

- Crafted digital media such as videos/photos to optimize content on I Heart Naptime's website and to increase engagement on social media platforms while driving organic traffic to this popular food blog
- Managed several projects that included creating a Facebook Ads campaign, enhancing content for those with disabilities through alt texts, and assisting in content creation for recipe cards for the food blog's web pages

Brigham Young University-Idaho

HR Corporate Wellness Intern

Rexburg, ID
March 2019 - December 2019

- Initiated and expanded campus-wide wellness opportunities for BYU-Idaho employees by providing organized wellness events, which were both attractive and achievable by those of various fitness levels
- Promoted employee wellness program through giveaways, booths, fliers, brochures, emails, and video/photo content

Director of Service Activities Program

June 2018 – April 2019

- Facilitated training of 150+ managers by leading weekly instruction meetings in order to help foster leadership opportunities for students
- Directed 30 coordinators responsible for overseeing weekly activities managed by student teams