



**Scott Silver**

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***A Resource for Creative Diversity***  
**CREATIVE • MARKETING • PHOTOGRAPHY**

Talented creative team leader, designer and marketing communications specialist with a proven ability to:

- Deliver effective sales and marketing collateral, packaging design and company web presence
- Manage corporate brands and create a consistent look and feel across print and web platforms
- Spearhead major projects from concept through production
- Lead campaigns to launch new products and services and promote existing portfolio

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Agency Relations - Corporate Communications - Proposals - Project Management - Branding & Identity Collateral Development - Public & Media Relations - Cross-Functional Teams - Prepress / Printing Creative Briefs - Strategic Planning - Packaging Design - Mentoring & Leadership - Interactive Web Design Web & Print Content - Product Launches - Social Media Marketing - Photo Retouching - SEO / SEM - Hubspot

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**PROFESSIONAL EXPERIENCE**

**MERCER TOOL CORPORATION, Ronkonkoma, New York • 8/13 - Present**

Business to business (B2B) manufacturer with a broad range of abrasives, hand files, cutting blades and safety equipment, as well as cutlery, apparel, accessories and other professional culinary tools.

**Marketing Director:** Oversee and executed all marketing strategies for both Industrial and Culinary divisions. Responsible for all brand management, PR, media relations, social media, corporate positioning, product launches, product development, advertising, sales collateral and trade show/events marketing.

**Key Accomplishments:**

- Set up marketing infrastructure for all marketing needs by creating, a web (<http://www.mercerindustries.com>) wireframe that merges with our internal CRM. Increased organic website traffic 350% and lead generation by 42%.
- Reengineered all production processes including new project management and QA procedures.
- Developed a corporate brand identity for both Mercer Industries and Mercer Culinary.
- Created a line of silicone brushes and wedges for culinary plating. Winner of "What's Hot! What's Cool!" at the 2015 North American Association of Food Equipment (NAFEM) trade show.

**CREATIVE and MARKETING CONSULTANT, New York • 1/12 - 8/13**

Manage and consulted for several companies with marketing and creative services. Directed new product launches, brand development, email marketing training, work flow processes, product photography, collateral materials, website development, database management, and best business practice coaching. Clients: Pillows for Pointes, Diptyque, Victoria Fine Foods.

**LEX PRODUCTS, Shelton, Connecticut • 6/10 - 11/11**

Business to business (B2B) manufacturer of portable power electrical distribution and control systems for the Entertainment, Industrial and Military markets.

**Marketing Communications Manager:** Managed corporate marketing and communications department, overseeing a \$1.3M budget and five-member team. Directed brand management, PR, media relations, social media, corporate positioning, product launches, advertising, sales collateral and trade show/events marketing.

**Key Accomplishments:**

- Developed an automated product pricing system that eliminated the use of multiple, manually prepared price lists. This resulted in improved customer service, employee efficiencies and increased margins by 4-7%.

- Produced guidelines for corporate identity, copywriters' style guide and all marketing collateral including newsletters, reports, press releases, advertisements and signage.
- Made website improvements including search engine optimization (SEO), content management, navigation and social media presence. Generated numerous lead generation campaigns which increased prospect sales by 150%.

**INFORMATION CLEARINGHOUSE INC., Great Neck, New York • 11/08 - 6/10**

Business to business (B2B) premier financial publisher for leading credit risk management solutions and analysis firm, serving financial and credit professionals across a wide range of industries.

**Creative Director:** Managed branding and marketing strategies. Led a team of 5 engaged in producing marketing collateral as well as PR and communication tools, including press releases, newsletters, web design and content as well as graphic design, video and photo elements. Conducted market research and explored alternative messaging methodologies, including social marketing and lead generation.

**Key Accomplishments:**

- Spurred \$2M in top-line growth by redesigning, enhancing and re-launching the ARMS Company website and application. Boosted subscriber base 50% and enabled 60% subscription rate increase.
- Established strong brand, taking three companies (F&D Reports, Creditintell and ARMS) with disparate corporate identities and fused them into one organization with a professional look and feel.
- Spearheaded strategic partner branding development initiative with the company SRGinsights and created a unique corporate identity, website and marketing strategy.

**LEVITON MANUFACTURING, Melville, New York • 1/90 - 11/08**

Business to business (B2B) and (B2C) retail manufacturer of electrical wiring devices, data center connectivity solutions and lighting energy management systems. Leviton has approximately 22,000 products.

**Corporate Design Manager:** Oversaw product marketing and launch initiatives involving 22 manufacturing plants worldwide. Liaised with cross-functional teams to plan and manage product design and packaging projects. Collaborated with personnel from the marketing, engineering, purchasing departments as well as agencies, freelancers, translators and other stakeholders to uphold branding and maintain compliance with specifications and applicable regulations.

**Key Accomplishments:**

- Created packaging design manual as well as brand and production standards to strengthen brand and achieve a unified look and feel across numerous sectors.
- Cut outsourcing costs by \$100,000 by training facility personnel to make minor modifications to existing artwork.
- Successfully led two comprehensive rebranding projects. Updated company graphics and corporate identity to support marketing goals while ensuring unified brand.
- Implemented numerous process improvements to speed production and secure ISO certification as well as maintain capacity to support business ventures while engaged in other high-profile projects.

**EDUCATION:**

**Bachelor of Fine Arts in Photography:** School of Visual Arts, New York, New York

**TECHNICAL SKILLS**

**Operating Systems:** Macintosh & Windows

**Software:** Photoshop • Illustrator • Acrobat • InDesign • QuarkXpress • Flightcheck • iMovie • Fireworks  
GarageBand • Dreamweaver • Microsoft Office • Keynote

**Digital Marketing / CRM Integration:** Wordpress • HTML • XML • CSS • XHTML • Google Ad Words & Analytics • Hubspot • Mail Chimp • Constant Contact • Jotform • Bitly