



# SCOTT C. FELTMAN

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Longwood, Florida

## EDUCATION

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**MIDDLE TENNESSEE STATE UNIVERSITY**, Murfreesboro, Tennessee

Graduated: 1995

Bachelor of Science Degree, Communications - Recording Industry Management

Minors of study in Business Marketing, Mass Communications and Radio/Television

## PROFILE

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- More than ten years of experience in Marketing Strategy, Advertising, Public Relations, Corporate Communications, Promotion and Community Relations
- Passion for orchestrating effective marketing communications and strategies
- Creative and open-minded, offers outstanding growth potential
- Goal-oriented team player employing strong organizational skills and attention to detail
- Self-starter, teachable, accepts challenges and assimilates new concepts quickly
- Excellent communication skills, both oral and written

## PROFESSIONAL EXPERIENCE

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**WALZ TETRICK ADVERTISING** - Orlando, Florida

**2007 - Current**

Position: **Director of Client Services**

- Full-service strategist with expertise in branding, advertising, public relations and marketing
- Interactive and print advertising, Web 2.0, SEO, email blasts, websites, tradeshow
- Proficient with B2B and B2C marketing strategies and implementation processes
- Forges strong bonds with clients to ensure execution of marketing plans exceeds expectations
- Leverages experience to drive sales in concentrations of technology, business consulting, financial services, luxury resort convention sales and real estate development
- Media buying negotiation and new business development experience

### Client Accounts:

- Colonial Properties Trust
- Renaissance Orlando Resort at SeaWorld
- Burns-Fazzi, Brock
- Human Capital Solutions Group
- LiveTV
- Qdoba Mexican Grill
- Condev Homes
- Envi Construction Services

**INLINE TECHNOLOGY MARKETING** - Orlando, Florida

**2006 - 2007**

Position: **Corporate Marketing Manager/Account Executive**

- Managed marketing strategies for a diverse group of client accounts
- Developed cohesive marketing and public relations campaigns, and brand implementation
- Led strategic planning sessions with client teams and accomplished client plans
- Developed new business accounts that resulted in new revenue for the company
- Coordinated editorial pitching, advertising placement and copywriting
- Created statements of work and improved workflow in client database management
- Developed community relations strategies and event planning for clients

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PROFESSIONAL  
EXPERIENCE  
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**INLINE TECHNOLOGY MARKETING Client Accounts:**

- Orlando Magic
- GrowingBolder.com
- EmQuest Business Brokers
- Workers Temporary Staffing
- DigitEyes Inc.
- Levitt and Sons
- Tactical Intelligence
- Cord:Use Blood Bank
- Nexia Strategy Corp
- 2 Wheel Tunes
- Terra Structures
- Mennello Museum of Art
- BrandChise Global LLC
- Etech Audio-Visual

**BRIGHT HOUSE NETWORKS** - Central Florida Division -Orlando, Florida **2000 - 2006**

Position: **Community Relations Manager, Public Relations Department**

- Coordinated media relations and strategic news releases, gained publicity for company
- Strategic marketing role with product planning team to launch company services
- Publishing editor of company newsletter, distributed to 2,500 employees and 6,000 in community
- Coordinated special events with local community partners for positive publicity
- Created publicity campaigns to leverage philanthropy for positive impact initiatives
- Planned events to create positive publicity with elected officials and franchise authorities
- Facilitated company-wide communications plans for employee involvement initiatives
- Managed sponsorship requests and designed opportunities for company visibility
- Facilitated hands-on educational workshops and learning experiences for local teachers
- Coordinated franchise agreement renewals and legal notifications with local governments

**METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION** - Orlando, Florida **1997 - 2000**

Position: **Associate Director, Business Development & Retention**

- Project manager and liaison for retention, expansion and recruitment clients
- Industry analysis writing and compilation of survey data for EDC's key annual publication
- Coordinated government relations efforts between clients and organization
- Managed database for proactive community volunteer, business retention program
- Generated departmental activity reports and trained new staff in client relations and outreach
- Trained and managed community volunteers committee to market a business outreach program
- Orchestrated special events for private investor functions
- Liaison for commercial real estate brokers and clients for site selection
- Created customized research portfolios for client proposals and RFPs, and successful grant writing

**MANN ASSOCIATES ARTIST DEVELOPMENT AGENCY** - Nashville, Tennessee **1993-1996**

Position: **Director of Artist Development, Artist & Repertoire Division**

- Coordinated development programs for roster of musical recording artists
- Scheduled concert appearances for recording artists
- Negotiated performance agreements on behalf of recording artists
- Managed general office operations that maintain business