

SCOTT HARRELL

BRAND & MARKETING STRATEGIST • BRAND STRATEGY, DIGITAL & DEMAND GENERATION • SYSTEMS BUILDER

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PROFESSIONAL SUMMARY

Brand and marketing strategist with 25+ years of experience building systems, brand direction, and demand generation programs that turn ambiguity into measurable growth. Known for stepping into unclear, underperforming, or undocumented functions, whether a department, a website, a CRM system, a brand voice, or a sales enablement process, and rebuilding them into structures other people can run without him. Comfortable moving between big picture strategy and hands on execution across content, design, systems, training, and reporting. Track record spans healthcare manufacturing, technical products, and multidisciplinary team leadership, with a consistent throughline of clarity, teachability, and results tied to real business outcomes.

CORE COMPETENCIES

- Brand strategy and identity systems
- Integrated marketing strategy and roadmapping
- Content development, storytelling and training design
- SEO/SEM, web strategy and analytics
- Demand and lead generation systems
- CRM and marketing automation architecture
- Campaign tracking, reporting and course correction
- Team leadership, coaching and department turnarounds
- Vendor and agency management (RFP process)
- Budget planning and financial accountability
- Trade show and event strategy at national scale
- AI enablement and internal tools development
- Cross functional collaboration across Sales, Engineering, Finance and Leadership
- Process documentation and systems built to outlast the builder

PROFESSIONAL EXPERIENCE

Frazer, Ltd. Houston, TX

Marketing Manager | 2002 to Present

Progressed from Graphic and Web Designer to Marketing Supervisor to Marketing Manager. Lead marketing communications and brand strategy for a national manufacturer of mobile healthcare and emergency medical vehicles, including CT equipped Mobile Stroke Units, directing an 8 person team across web, video, social, trade shows, and graphics.

- **Strategy and Roadmapping:** Authored the company's annual Sales and Marketing Strategy, a structured roadmap built from primary research, including a double blind customer survey, covering customer insights, market analysis, personas, messaging, and value proposition. Turned scattered research and instinct driven planning into one shared, teachable framework the organization could actually use.
- **Digital Growth and Content:** Rebuilt the company website into a connected content and SEO engine, growing web traffic roughly 245 percent over five years and 49 percent in a single year, reaching over 564,000 pageviews in 2024. Directed five major site rebuilds across more than two decades of ownership over the digital footprint, supported by 185+ videos, 36 blog posts, and 41 page updates produced in 2024 alone.
- **CRM and Marketing Automation:** Led the SharpSpring to Zoho CRM migration and built a connected lead generation system across roughly 30 website forms, with territory based routing and campaign to opportunity visibility, replacing manual re entry and disconnected reporting with a system the team could run without relying on one person.
- **Department Turnaround:** Rebuilt an unprofitable graphics department into a healthy, teachable function. Audited materials and labor costs, built a tiered pricing structure from the ground up, redesigned customer facing presentation templates, and developed and hired staff, taking the department from losing money to consistently profitable.
- **Trade Show and Event Program:** Direct a national trade show program spanning more than 30 shows a year, forecasting 15 months out and managing a budget near half a million dollars while consistently landing under plan. Built the booth strategy, staffing, and operating rhythm behind the program, and lead structured RFP processes to select outside agency partners for brand and web initiatives.
- **Brand Voice and Training:** Designed and rolled out a company wide brand voice training tool that turned a static style guide into an interactive, scored assessment, closing the gap between documented standards and everyday use across Sales, Service, HR, and Marketing.
- **AI Enablement:** Conceived and built SAGE, an internal AI sales assistant trained on years of strategy, messaging, and objection handling knowledge, giving the sales organization real time answers and reducing reliance on institutional memory. Championed company wide AI adoption.

- **Brand Direction:** Led a company wide brand refresh, from concept through guidelines and rollout across dozens of real world applications including web, trade show, sales tools, signage, and internal systems, while maintaining brand standards across every touchpoint for more than two decades.

SiteLab Interactive *San Diego, CA*

Web Multimedia Designer | 2000 to 2002

- Designed and shipped early generation interactive websites for national clients at one of San Diego's first digital agencies, collaborating with developers and SEO specialists.

Anthony Enterprises, Inc. *National Accounts*

Graphic and Textile Designer | 1997 to 2000

- Designed product brochures, print advertising, and trade show signage for clients nationwide, building fundamentals in layout, typography, and brand consistency.

TECHNICAL & MARKETING TOOLS

Marketing and analytics: Google Analytics, Google Ads, Search Console, SEO/SEM, Mailchimp, Zoho CRM, SharpSpring, Hootsuite, marketing automation, content calendars, campaign reporting.

Creative and content: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro), photography, videography, presentation design, print production.

Web and platforms: WordPress, HTML, CSS, JavaScript, PHP, MySQL, JSON/XML, AI tools and workflow automation including ChatGPT, Claude, and Google NotebookLM, Microsoft Office and Google Workspace.

EDUCATION, CERTIFICATIONS & AFFILIATIONS

Palomar College, coursework in Graphic Design, Page Layout, and Typography

AI Executive Certification, ChiefAIOfficer.com · Effective Communications and Human Relations, Dale Carnegie Training · Culture Index Training

AI Council Member, Frazer · Member, AMA Houston