

Justin T. Scott

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Virgin Mobile USA – Kansas City, Mo. – October 2016 to April 2018

Director, Communications – *Subsidiary of Sprint Corp. (NYSE: S) \$33 Billion Communications Company*

- Oversaw corporate communications and analyst relations for leading U.S. mobile phone carrier
- Liaised with Virgin Group's North American marketing and communications teams to maintain brand standards
- Directed media relations for launch of the brand as the Inner Circle, the world's first exclusively-iPhone mobile plan
 - Generated 486 stories and 1.8 billion impressions in earned media in three weeks after the launch event
 - Secured and facilitated media interviews for Richard Branson and prepped him for media inquiries
 - Partnered with Apple communications team to host Richard for a media photoshoot at Union Square store in San Francisco
 - Collaborated closely with Apple communications, marketing and operations teams on all messaging for Inner Circle launch
 - Aligned with Apple on all communications strategies, news releases and media interviews surrounding the launch
 - Delivered 1,000% ROI on event spend to earned media value through effective management of Droga5, event planning agency
- Publicized national cause marketing program that fueled donations of meals to Feeding America
 - Delivered 1 million meals through 10 meals for each new customer and holiday promotions that donated 75 and 200 meals
 - Increased mentions of #DonateMyPlate by 100% and impressions by 420% after a month-long media relations campaign
- Drove \$13 million in sales during initial three months through integrated marketing and communications tactics
- Acquired 41,000 new customers during initial three months, achieving conversion goals ahead of schedule
- Sold 480 BYOD SIM-cards in one day through earned media when digital ads didn't deploy
- Elevated CEO's social media presence through a 450% increase in posts and a 313% increase in followers
- Managed public relations agency Golin and directed five-person agency team in San Francisco at the launch event

Scott Communications – Kansas City, Mo. – May 2011 to October 2016

President – *Marketing and Communications Agency*

- Directed new business development, client services and projects for a marketing and communications agency
- Provided marketing and communications services to more than 20 clients including non-profits such as:
 - EPR Properties, Economic Development Corporation, Midwest Innocence Project and DeLaSalle Education Center
- Demonstrated understanding of clients' business objectives, target audiences, marketing goals and brands
- Liaised with clients' executives and internal marketing teams, as well as external agencies, vendors and partners
- Delivered accurate measurement reports for clients' marketing and communications projects to demonstrate ROI

Dineplex International – Kansas City, Mo. – May 2011 to March 2015

Chief Marketing Officer – *Grassmere Partners – Private Investment Firm (Scott Communications Client)*

- Oversaw marketing for subsidiary STANDEES – The Entertaining Eatery, a new restaurant/theatre concept and brand
- Conceptualized and created brand communications and oversaw graphic standards for all creative assets
- Launched restaurant specials and crossover deals that increased restaurant/theatre sales by 25%
- Acted as guest services main contact and created all guest-facing responses, messaging and materials
- Managed social media and digital presence/voice of the brand, including website, direct email, Facebook, Yelp, etc.
- Negotiated, bought and trafficked digital, print and broadcast advertising in various media outlets

AMC Entertainment Inc. – Kansas City, Mo. – May 2007 to May 2011

Director, Corporate Communications – *\$2.7 Billion Movie Theatre Company (NYSE: AMC)*

- Oversaw corporate communications for world's second-largest theatrical exhibition company with 380 theatres
- Helped increase media inquiries and article mentions by 71% throughout a four-year period
- Wrote core messaging and talking points for CEO's external speeches and internal communications
- Assisted CFO with communications for investor community (conferences, road shows and quarterly filings)
- Decreased departmental budget by 40% through vendor audit, negotiation and consolidation
- Strengthened employee engagement through collaboration with human resources on employee communications
- Directed editorial content for intranet and printed newsletter distributed to 17,000 associates in 380 theatres
- Optimized and maintained media database and provided media analytics through CisionPoint
- Managed online community forums and social media assets, including responding to guest comments and posts

Cerner Corp. (NASDAQ: CERN) – Kansas City, Mo. – May 2003-May 2007

Senior Manager, Creative Services & Public Relations – \$3.4 Billion Healthcare IT Company

- Managed 18-person creative services and public relations team for the world's leading healthcare IT provider
- Increased article mentions by 20% each year and reduced budget by 50% through vendor consolidation
- Launched a media update, a cross-channel internal communication of relevant articles in trade/business media
- Increased media update subscribers from 300 to 4,000 salespeople/senior executives in two years
- Started *The Cerner Quarterly*, a healthcare thought-leadership magazine and grew circulation to 10,000 in 18 months
- Implemented a digital project management system that resulted in a 25% decrease in creative production time

Dechert LLP – Philadelphia – Oct. 2002-May 2003

Public Relations Manager – \$840 Million Global Law Firm (900 Lawyers)

- Directed U.S. public relations for global law firm specializing in complex commercial matters in diverse sectors

Aon Corporation (NYSE: AON) – Chicago/Philadelphia – Oct. 1999-Oct. 2002

\$12 Billion Global Provider of Insurance, Risk Management and Human Resources Solutions

Assistant Vice President, National Marketing (Chicago), June 2001-Aug. 2002

- Directed national media relations including company's response to Sept. 11 and managed agency Weber Shandwick
- Director of Regional Marketing** (Philadelphia), Oct. 1999-June 2001
- Oversaw marketing, public relations, media relations and advertising for human resources consulting firm

The Vanguard Group – Malvern, Pa. – March 1997-Oct. 1999

\$3 Trillion Private Investment Management Company

Communications Manager, June 1999-Oct. 1999

- Developed corporate communications strategies for a leading mutual fund and investment company
- Communication Administrator**, Institutional Division, March 1997-June 1999
- Coordinated the production of marketing and educational materials for Vanguard's largest institutional clients

Backpacker Magazine (Rodale Press, Inc.) – Emmaus, Pa. – Feb. 1995-March 1997

Production Coordinator – *Publisher of Health & Wellness Magazines: Prevention, Men's Health, Bicycling*

- Managed digital and print production of a national consumer magazine with a circulation of 260,000

Running Press Book Publishers – Philadelphia – June 1994-Feb. 1995

Desktop Publisher – *Publisher of Humor, Essay, Lifestyle and Children's Books*

- Set cover and interior type for books and marketing communications using QuarkXPress and coordinated printing

Education:

- **Master of Journalism**, Temple University, Philadelphia, Aug. 1994
- **Bachelor of Arts**, Double Major: English/Sociology, St. Lawrence University, Canton, N.Y., May 1992
- **High School Diploma**, Canisius High School (Jesuit College Prep) Buffalo, N.Y., June 1988

Awards:

- **2004-2015 Regional Bronze Quill**, Kansas City, International Assoc. of Business Communicators (IABC)
- **2004-2015 PRISM Awards**, Kansas City, Public Relations Society of America
- **2006 Floyd Walker Incredible Award for Outstanding Service**, Kansas City, IABC
- **2006 Fountain Award**, Kansas City, Business Marketing Association
- **1999 National Gold Quill**, United States, IABC

Industry Involvement:

- **2014-2015, Co-Chair**, DeLaSalle Education Center Movie Benefit
- **2012-2013, Board of Directors**, CinemaKC
- **2007-2008, Vice President, Finance and Administration**, Kansas City, IABC