




SCOTT FULMER

STRATEGIC MARKETING
AND COMMUNICATIONS
LEADER

CONTACT

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CAREER OBJECTIVE

Accomplished marketing and communications leader with rich diverse and deep expertise in developing and executing successful B2B & B2C marketing & communication campaign strategies. Frequently praised as a hardworking collaborative, problem-solving, self starter and thought partner.

EXPERIENCE

October 2021 - Present

INTEGRATED COMMUNICATIONS MANAGER

INTUIT, MOUNTAIN VIEW, CA

- Lead cross-functional, integrated communications for major company initiatives such as go-to-market brand campaigns, cross-brand campaigns, and other major company priorities. In this role, I lead the central strategy and message alignment, pulling in the right teams to execute cross-functional integrated communications campaigns, throughout the fiscal year, aligning to our overall marketing strategy. Integrated campaigns will be cross-functional, running across external communications within the corporate and cornerstone brand teams, internal communications, integrated brand marketing, partnerships, etc.
- Lead the corporate survey and awards program.
- Driver for select operations activities to support the Corporate Communications organization, in partnership with the VP of Corporate Communications - including external agency RFP project, fiscal year planning, corporate communications team budget, global communications PR measurement and reporting.

February 2021 - October 2021

INTEGRATED MARKETING MANAGER

INTUIT, MOUNTAIN VIEW, CA

- Eight-Month rotation assignment on the Integrated Marketing team supporting the Intuit corporate brand. In this short time, I drove 5 major project initiatives for the team:
- FY'22 Integrated Marketing Strategic Plan: I lead the full integrated marketing team through the collective creation of a cohesive strategic plan for FY'22.
- Q4 Learnings Plan Results: I developed qualitative research and drove sharing the results from our Q4 Learning plan to the larger M&C community. These results helped to shape future storytelling, communications, and campaigns to drive awareness and brand reputation.
- Integrated CR Report End to End Integrated M&C Strategy: The CR report was released at the end of September 2021. I led the planning, development, and execution of an end-to-end strategic plan to support the release of the report through an integrated M&C campaign including various channel tactics (paid, owned, internal, corporate affairs) to support the launch.
- Intuit.com CR Web Update: In addition to the campaign launch, I also lead the update to the Intuit.com Corporate Responsibility and DEI webpages, to support the 2021 CR Report Launch. I wrote the copy based off the latest report, drove copy reviews, led BSX through

design elements, and coordinated development and reviews with the web marketing team.

- Integrated Strategy for Job Creation Brand Campaign. I managed the completion of the draft plan and the integrated team participation from Owned, Earned, Internal and Corporate Affairs, as well as a final design pass from BXS.

August 2018 - January 2021

PR & COMMUNICATIONS MANAGER

INTUIT, MOUNTAIN VIEW, CA

- In this role, I've been responsible for managing several specific areas of external media relations in support of building external brand awareness for the Intuit corporate brand: technology PR, brand & product ecosystem PR, CMO platform, and job readiness corporate responsibility.
- Work includes building quarterly communication strategies to amplify awareness of Intuit's technology, brand, and product awareness, content creation (press releases, paid editorial, messaging narratives, case studies, media briefings), event strategy, briefing executives, media staffing, managing external PR agency.
- Driver for Intuit's 2019 Pursuit of Prosperity Study brand-focused research study project.

November 2017 - September 2019

SENIOR MARKETING CONSULTANT

MANERA SOLUTIONS, SANTA CLARA, CA

- Joined a small boutique consulting firm consisting of independent marketing consultants specializing in a wide range of marketing projects
- Areas of expertise include marketing strategy, demand generation, content marketing, digital marketing, and communications
- Client work includes building general marketing strategies, brand awareness, content creation (blog posts, eBooks, whitepapers), demand generation, SEM and paid advertising, analytics, campaign management, audience segmentation and overall communications.

February 2015 - August 2017

MARKETING COMMUNICATIONS DIRECTOR

B.A.L, LLP, SAN FRANCISCO, CA

- Appointed as Marketing Communications Lead for the world's second largest immigration law firm, reporting directly to the CMO. Lead efforts to develop and streamline MarCom processes, eliminating many manual functions and adopting stronger best practices. Managed PR strategy and external agency. Created demand generation and marketing analytics functions. Direct reports included 2 junior marketing managers, a marketing assistant and indirectly manage marketing designer.

May 2013 - September 2014

DIRECTOR, BRAND And COMMUNICATIONS

FUZE, Inc, SAN FRANCISCO, CA

- Appointed Director to oversee company re-brand and all marketing communications programs for HD video conferencing and collaboration SaaS service. Reported directly to VP of Marketing. Indirectly managed 1 Junior Marketing Manager & Marketing Designer.
- Manage entire company re-branding efforts. Launched new brand 'Fuze' consisting of new visual and verbal identities & a rebrand of the Fuze product. Managed PR Strategy and Agency.
- Manage internal and external communication plans. Evaluated, hired, and managed outside PR firm.
- Manage the writing and copy editing for various marketing media, including press releases, articles, case studies, e-mails, guides, Web pages, print/online ads, call scripts to generate media coverage, whitepapers, and an original blog series.

April 2012 - December 2012

SENIOR MARKETING MANAGER

GLASSDOOR, SAUSALITO, CA

- Appointed Marketing Communications Manager to oversee all marketing communications programs for social media jobs and career community. Report directly to VP of B2B Marketing. Directly manage 1 Junior Marketing Manager.
- Manage all B2B facing marketing communications efforts, including the creation and implementation of communication plans, sales collateral, speaking presentations, briefings, whitepapers, webinars, business centric corporate website, and branding

September 2009 - August 2010

DIRECTOR OF MARKETING

GEEKNET, Inc, MOUNTAIN VIEW, CA

- Promoted to lead brand awareness marketing strategy for SourceForge's newly re-named company brand, Geeknet. Reported directly to CMO
- Development of brand messaging positioning statements, messaging matrices, company tone and voice, and communication channels for all company brands.
- Developed and directed strategies for full brand awareness campaign: Media Event strategy, Social Media strategy, PR efforts, Market research, Sales training and coverage, Online Website development, Community Outreach, Direct Marketing.
- Managed Marketing Budget.

August 2006 - September 2009

MARKETING MANAGER

GEEKNET, Inc, MOUNTAIN VIEW, CA

- Promoted to Marketing Manager for Geeknet (SourceForge) network, specializing in creation of superior sales collateral, development of integrated marketing programs, copy writing, brand management, driving traffic, and community building of user generated websites and e-commerce business. Reported into Marketing Director and CMO.

August 2005 - August 2006

MARKETING BUSINESS ANALYST, Marketing Analyst

GEEKNET, Inc, MOUNTAIN VIEW, CA

- Marketing Analyst for Geeknet (SourceForge) network reporting directly to the VP of Marketing assisting executive business planning endeavors through qualified, thought provoking research and analysis, trending, and testing of key network data and evaluation of services.

EDUCATION

December 1996

UNIVERSITY of PITTSBURGH, Pittsburgh, PA

SKILLS

- BRAND BUILDING & AWARENESS
- MARKETING COMMUNICATIONS/ CORPORATE COMMUNICATIONS
- PUBLIC & MEDIA RELATIONS
- STRATEGIC PLANNING
- COMPLEX PROBLEM SOLVING
- STRATEGIC CONSULTING
- OPERATIONAL EFFICIENCY
- TEAM BUILDING & LEADERSHIP