

TERRENCE MICHAEL SCOTT, LSSGB

Communications & Marketing Manager

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PROFESSIONAL SUMMARY

Communications and marketing leader with 15-plus years building brands and running public-facing campaigns across broadcast, social, video, print, and live events. Led cross-functional teams of up to 39, managed multimillion-dollar budgets, and grew audiences and engagement with measurable results. Currently Director of Marketing and Communications for a 200-plus member organization, and certified in Lean Six Sigma, Google Project Management, Salesforce, and applied generative AI. A born-and-raised Hollywood resident ready to bring private-sector marketing discipline to public service.

CORE COMPETENCIES

Public Relations & Media Relations | Public Information Officer (PIO) & Spokesperson | Website & Content Management | Social Media Strategy (Instagram, Facebook, X, LinkedIn, YouTube) | Press Releases & Earned Media | Video & Audio Production | Brand Management | Special Events, MC & Host | Emergency & Crisis Communications | Budget Management | Team Leadership & Development | Public Education & Community Outreach

PROFESSIONAL EXPERIENCE

Marketing Director, Communications & Project Management 2025 - Present

Transformation Experts | Hollywood, FL

- Deliver marketing, communications, and project-management consulting that closes the gap between strategy and execution for organizations and small businesses.
- Produced conference content, panels, and high-impact networking programming for Agile and AI events, including the PMI #iWILL Conference and the Agile AI Conference in Vancouver.
- Designed obituary graphics, a 24-by-36-inch memorial poster, and a memorial web page for a funeral-home client; built brand, content, and UX for Petals & Poetry.
- Grew a health and wellness platform (SUMMERBODY) into local and national influence after a 180-pound transformation; featured on national television (Dr. 90210).

Commercial Account Manager, EMEA Region 2024 - 2025

Embraer Aerospace Corp. | Remote (EMEA)

- Sustained 93-plus percent SLA across a 2.5-million-dollar EMEA portfolio by owning client communications, logistics, and issue resolution.
- Lifted client satisfaction 20 percent by coordinating cross-functional launch communications for new aviation and aircraft components.

Client Strategy & Sales Consultant 2023 - 2023

Global Resources LLC | Travel-based

- Raised leadership decision-making 16 percent by designing and presenting KPI dashboards across 10-plus SMB engagements, holding 95 percent client satisfaction.
- Coached market leaders through strategy workshops that aligned execution to revenue goals.

Sales Operations & Enablement Manager 2022 - 2023

Ringmaster Technologies | Boca Raton, FL

- Increased client adoption 30 percent by translating complex systems into clear onboarding and training communications.

Sales Team Lead 2021 - 2022

Apple - Enjoy Technologies | Boca Raton, FL

- Directed a 39-person cross-functional team to a number-one national ranking in customer loyalty, driving 180 percent growth over 18 months through daily coaching and process redesign.
- Captured Voice-of-the-Customer insights that fed continuous improvement across multiple territories.

Territory Sales Associate (Part-Time) 2020 - 2021

Hershey | Broward County, FL

- Grew territory sales volume 14 percent and product sales 17 percent during COVID by building buyer and store-manager relationships across a 55-plus mile territory.

Sales Operations Manager 2017 - 2020

Great Virtualworks | Fort Lauderdale, FL

- Cut call handling time 15 percent and generated 50,000 dollars in annual savings by re-engineering Salesforce workflows with Lean Six Sigma.
- Strengthened partner onboarding and communications across the business.

Platinum Card Sales 2013 - 2017

American Express | Sunrise, FL

- Delivered 6 percent year-over-year growth on a high-value account portfolio while advising clients on programs and benefits.
- Built and led peer workshops on communication and customer relationships.

Earlier Experience. Brand and field marketing for major consumer-technology brands (Google, Apple, LG, BlackBerry) through MarketStar, **2005** to **2013**, launching products, training sales teams, and running regional campaigns.

CIVIC, EVENT & COMMUNITY LEADERSHIP

- Grew reunion attendance from 30 to 112-plus and trained 200-plus members across generations as Director of Marketing & Communications, Campbell & Graham Family Reunion (2021 to Present); built the website and an AI reception system, produced memorial video, and revived a 29-year-dormant history publication.
- Volunteer, Keep Hollywood Beautiful Adopt-A-Street Program, City of Hollywood.
- Marketing & Communications Project Manager (Volunteer), PMI South Florida Chapter.
- Produced and promoted 5K events, networking mixers, and conferences with audiences up to 500-plus; led a community project bringing smiles to hospitalized children.
- Raised 11,000 dollars in 30 days through the grassroots, earned-media Mad Dash to College Grad campaign; Hurricane Irma relief organizer, Food & Water 4 A Good Cause.

EDUCATION

Bachelor of Science, Marketing May 2023

Nova Southeastern University, Davie, FL | Dean's List, highest honors (top 116 selected).

CERTIFICATIONS

Lean Six Sigma Green Belt (Broward College) | Google Project Management Certificate | Salesforce Associate | PMP Candidate (in progress) | Practical Application of Generative AI for Project Managers, PMI (2026) | Generative AI Overview for Project Managers, PMI (2025) | Asana Workflow AI (Google) | Valid Florida Driver's License

TECHNICAL SKILLS

Website content management systems | Social media management & scheduling tools | Adobe Creative Suite (InDesign, Photoshop, Acrobat) | Video production (Final Cut Pro, CapCut) | Canva | AI tools & prompt engineering (Claude, Gemini, ChatGPT, Copilot) | Salesforce | Asana, JIRA, Monday.com | Microsoft Office (Word, Excel, PowerPoint, Publisher) | Google Workspace