

SCOTT TRAVERS

EMAIL MARKETING | MANAGEMENT | DESIGN

CONTACTS

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PROFILE

Strategic Senior Email Marketing Manager with over 15 years of experience designing and executing high-performing campaign development, from concept through execution and analysis, that drives engagement, retention, and revenue growth. Expert in building automated customer journeys and lifecycle marketing strategies. Proven track record of increasing open rates, click-through rates, and conversions through data-driven optimization and segmentation. Skilled in marketing automation platforms, customer lifecycle strategy, and performance analytics, with a strong focus on ROI and continuous improvement. Adept at mentoring team members, developing talent, fostering collaboration, optimizing processes, and leveraging analytics to continuously improve performance.

EDUCATION

June 2008
BACHELOR OF FINE ARTS
The Art Institute of Tampa

SKILLS

- Email Marketing Automation Software
- Customer Relationship Management (CRM)
- HTML/CSS
- Adobe Creative Suite
- Microsoft
- Adobe Workfront/Jira/ClickUp
- Management/Team Leadership
- Teamwork
- Organization
- Creativity
- Communication
- Leadership
- Time Management
- Productivity
- Attention to Detail
- Decision Making

EXPERTISE

- Adobe Photoshop/Illustrator/Dreamweaver
- Microsoft Office Suite
- Blueshift Customer Engagement Platform
- Listrak Marketing Automation Platform
- Mailercloth Email Marketing Platform
- Klaviyo Email Marketing Platform
- ActiveCampaign Email & Automation
- Constant Contact Email Marketing
- HTML/CSS
- Microsoft Office Suite
- Adobe Workfront/Jira/ClickUp

WORK EXPERIENCE

July 2025 - Present
EMAIL MARKETING STRATEGIST
Stream Companies, West Chester, PA

Responsible for executing campaigns for agency clients, specifically automotive, utilizing Blueshift's visual editor to implement templates and guidelines.

- Responsible for execution of email campaigns for automotive clients utilizing Blueshift to create branded and professional emails.
- Review metrics on a consistent basis and identify quick wins for performance enhancements.
- Assist with the strategic plan and vision as it relates to email products as a whole on a client-by-client basis. Present findings to management.
- Identify & establish KPIs, segmentation strategies, and a testing plan for optimization.
- Help ideate new email campaigns and strategies to help grow the email marketing channel.

August 2021 - February 2025
EMAIL MARKETING SPECIALIST
Happy Feet Plus, Largo, FL / Foot Solutions, Alpharetta, GA

Email marketing using Listrak Cross-Channel Marketing Automation Platform.

- Manage end-to-end production processes for broadcast email and automation sequences of healthy footwear and custom orthotics following email marketing best practices to sustain customer retention, increase conversion, and achieve revenue goals.
- Work with the Marketing & Product teams to ensure concepts align with objectives, themes, and brand strategies to deliver personalized, direct communication to user inboxes to drive engagement.
- Optimize results for email campaigns by testing subject lines, creative, copy, etc. and by continually monitoring and analyzing key metrics, identifying trends & problems to optimize for maximum performance.
- Weekly reporting to track open rates, click-throughs, unsubscribes, and bounce rates, reporting findings to management.
- I increased open rates of emails from an average of 23% to 34% and increased click-to-open rates (CTOR) from an average of 2% to 6% from Sept. 2021 to Feb. 2025.
- I increased the total revenue of e-commerce by approximately 35% over the three-year period.

April 2020 - June 2021
EMAIL MARKETING SPECIALIST
Advanced Marketing and Processing, Inc d/b/a/ Protect My Car, St. Petersburg, FL

Email marketing using ActiveCampaign and SendGrid. Landing page creation using Unbounce.

- Manage the end-to-end production process for email campaigns of automotive vehicle service contracts/warranties to achieve revenue goals.
- Coordinate with the Vice President of Marketing to ensure concepts align with goals and objectives.
- Build & manage email automation sequences to increase lead engagement and conversion.
- Create landing pages specialized to convert visitors into leads searching for automotive vehicle service contracts.

WORK EXPERIENCE (Con.)

August 2016 - November 2019

PRODUCTION ARTIST

Loop LLC, d/b/a AutoLoop, Clearwater, FL

Design email marketing campaigns for automobile dealerships. Detailed attention to branding guidelines and principles. Custom email campaign design specific to dealership needs and requirements.

- Responsible for the execution of email campaigns for automotive clients utilizing Blueshift to create branded and professional emails.
- Review metrics on a consistent basis and identify quick wins for performance enhancements.
- Assist with the strategic plan and vision as it relates to email products as a whole on a client-by-client basis, presenting findings to management.
- Identify & establish KPIs, segmentation strategies, and a testing plan for optimization.
- Help ideate new email campaigns and strategies to help grow the email marketing channel.

January 2010 - July 2016

MARKETING SERVICES TEAM LEAD

Loop LLC, d/b/a AutoLoop, Clearwater, FL

Manage & supervise a team of 5-7 Campaign Managers/Marketing Service Representatives. Manage, control, and monitor production according to standards, procedures, and company best practices. Develop strategic processes to ensure the team maximizes production and achieves deadlines.

Construct segmentation lists to target specific customers. A/B test of seasonal campaigns; track and analyze performance and communicate results. Design custom email campaigns for specific key Subaru retailers. Spearhead the initiation of the Subaru newsletter.

January 2009 - December 2009

EMAIL CAMPAIGN MANAGER

Loop LLC, d/b/a AutoLoop, Clearwater, FL

Design sales & service email marketing campaigns for automobile dealerships. Construct segmentation lists to target specific customers. Quality control/proofreading of campaigns for accuracy and grammar. Test and launch email campaigns for timely delivery.

INTERESTS



BOWLING



MUSIC/DJ'ING



CLASSIC CARS



NATURE



WEATHER



TRAVEL