

# Scott Herring

[scottherringla@hotmail.com](mailto:scottherringla@hotmail.com)  
<https://www.linkedin.com/in/scottherring/>  
Redondo Beach, CA 90278 • 310.505.9292

## Marketing & Business Operations Management

*Versatile and analytical professional with diverse experience establishing growth policies and leading corporate operations with a focus on promoting company culture/vision and achieving business growth.*

Known for achieving strategic objectives via development of operational goals and implementation of end-to-end strategies. Renowned strategist; expert at devising and executing effective business development plans with aim of achieving bottom-line outcomes. Ability to upgrade product features, develop and define product vision, and meet product management requirements. Commercially-astute executive with documented success and extensive experience leading all facets of marketing and initiatives to ensure attainment of challenging organizational objectives via optimization of customer outreach, brand awareness, and conversion rate. Track record of preparing and maintaining strategic business and marketing plans, identifying and securing new business opportunities, and providing recommendations for process improvement. Skilled at utilizing unique leadership approach/style to lead cross-functional teams for accomplishing high levels of performance.

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### Areas of Expertise

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|-----------------------------------|------------------------------------|----------------------------------|
| • Strategic Planning & Execution  | • Marketing Operations Management  | • Digital Marketing              |
| • Operations Leadership           | • Team Building & Leadership       | • Website Development            |
| • Project Lifecycle Management    | • Product & Service Marketing      | • Software Architecture          |
| • Vendor & Stakeholder Engagement | • Sales & Business Development     | • User Experience Design         |
| • P&L Management                  | • Campaign Planning & Organization | • Continuous Process Improvement |

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### Career Experience

**Chief Operating Officer**, Webapper Services, Ft. Collins, CO (Remote)

**2019 – Present**

Enhance business efficiency by providing cloud hosting services to wide range of industries, including SaaS for automotive, finance, and health care. Meet business objectives and deadlines by leading cross-functional teams. Improve operational proficiency by creating new and efficient user interfaces for cloud management software. Raise funds from investors to grow business. Set company's strategic direction to achieve business growth.

- Expanded business by developing effective marketing and sales strategy for new markets and products.
- Increased brand awareness by devising experiment-based marketing program from ground up.
- Improved business productivity by designing user interface for new SaaS file management solution (Cloud See).

**Online Marketing Consultant**, Twisted Puppy, Manhattan Beach, CA

**2013 – Present**

Provide U.S. clients with website development, content marketing, social media, and marketing strategy. Create online marketing strategies for small to midsize businesses to promote company message. Utilized WordPress and PHP/Laravel to design business and e-commerce websites. Develop marketing campaigns, including PPC, SMM, and effective SEO to attract more sales. Used data, heatmaps, and continuous tests to optimize conversion rates.

- Generated revenue by creating over 50 small business websites.
- Mentored local businesses in online and general marketing methods.

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**Chief Operating Officer, Ricochet360 (FKA Speed to Contact), El Segundo, CA**

**2017 – 2019**

Ensured smooth workflow by interviewing and onboarding employees for development, sales, and customer service. Led seamless execution of regular operations by developing infrastructure for HR, insurance/benefits, and accounting. Drove optimal business performance by setting important performance metrics, preparing tracking procedures, and assessing outcomes.

- Spearheaded various projects successfully by obtaining \$1M contribution from Investors.
- Boosted revenue as well as improved customer retention and acquisition by implementing robust marketing/sales strategy.
- Streamlined work processes by establishing software team from 4 to over 20.
- Achieved 300% increase in business growth by formulating experiment-based marketing program.

**Chief Operating Officer, OnRamp Digital, Manhattan Beach, CA**

**2014 – 2016**

Maintained data flows by establishing software and efficient processes. Optimized workflow by collaborating with vendors for application development and cloud hosting, while delivering exceptional support with fundraising, partner, and client presentations. Formulated marketing materials, including website, eBooks, blogs, and brochures to reach targeted audience. Maximized operational efficiency by facilitating technical support for clients, partners, and employees.

- Delivered exceptional assistance in raising \$750,000 in seed funding.
- Launched first version of software for YouTube multi-channel network (MCN) in six months.
- Supported negotiations with content owners, including artists, record labels, and music publishers.

**Chief Operating Officer, Royalty Review Council/Crunch Digital, Sherman Oaks, CA**

**2008 – 2014**

Ensured reliable and accurate delivery of services by creating new processes along with administering compliance examinations of digital services with internal staff and contract analysts. Propelled business performance by serving large number of clients, including major and independent copyright and content owners, such as record companies, publishers, and studios.

- Met company objectives and deadlines by planning and executing strategy for software development and service delivery.
- Minimized financial variations by conducting and crafting detailed audit reports, including technical and financial analysis, methodology, and results.
- Grew sales by managing marketing and sales operations, organizing campaigns, and engaging with key prospects.

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**Additional Experience**

**Founder & CEO, ZenCX, Inc., Manhattan Beach, CA**

**Senior Vice President, Counterpoint Systems, Inc., Los Angeles, CA**

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**Education**

**Bachelor of Science in Computer Science**

University of Kansas, Lawrence, KS