

Scott Canevy

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WORK EXPERIENCE

Sanasair Marketing Services, LLC

Feb. 2022 – Present

Founder

West Hartford, CT

- Sanasair offers digital marketing services to small businesses within the health and wellness industry.
- As the sole member I am responsible for all business functions.
 - I've consulted for a healthcare provider to provide detailed advice on how to improve their UX.
 - I've created an optimized website and provided a marketing strategy for a psychotherapist.

The Sir Arthur Conan Doyle Centre

May. 2019 – December. 2021

Marketing Coordinator

Edinburgh, Scotland

- I was responsible for the development and execution of the marketing strategy.
 - Successfully created a digital platform to provide access to classes, workshops, seminars and events during the COVID-19 pandemic where physical events were prohibited. Generated double the pre-pandemic event revenue.
 - Conducted primary and secondary research to create and deploy a new marketing strategy and segmentation process that tripled audience numbers.
- Responsible for utilization of all digital channels.
 - Redesigned website to reflect branding, SEO strategy, UX research findings. Web traffic, online conversions and email signups increased significantly.
 - Created and deployed social media ads using a micro-budget to increase brand awareness and conversions. Social media conversions increased significantly.
- Responsible for an increase in earned media.
 - Achieved national exposure for the Centre by leveraging relationships with journalists and other connected stakeholders.

Vodafone UK

Dec. 2015 – May. 2019

Social Media Advisor

Glasgow, Scotland

- Responded to public and private interactions from Vodafone's customers via Facebook, Twitter and Email.
 - Consistently achieved response per hour, NPS and brand quality KPIs throughout tenure.
- Identified opportunities for increasing positive brand sentiment by arranging gifts for key customers.

EDUCATION

Edinburgh Napier University

July, 2020

BS, Marketing with Digital Media

Edinburgh, Scotland

- Awarded First-Class Honors.
- Founder and Treasurer of the Student Marketing Society.

SKILLS

- **Skills:** Research; Strategic Planning; Campaign Life-Cycle Management; Account Management; Meta Ads (Certified); Google Search Ads (certified); Web Development (HTML, CSS, JavaScript & SQL); Event Marketing; Personal Growth & Wellness Content; Strategic Partnerships; Earned Media Strategy; Analytics (Google); SEO; Graphic & UX Design (Adobe Illustrator, Photoshop, In Design, Premier and XD); Web CMS (WordPress, Shopify); Email Marketing (Mailchimp); Copywriting; Brand Marketing; Budget Management/ Forecasting; B2B and B2C; Public Speaking.