



Scott Clements

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Management Professional with vast sales & marketing experience, including managing a \$95 Million division for Procter & Gamble. Known for utilizing creative abilities to meet objectives and overcome barriers. Expert at utilizing online marketing and video to attract new customers and grow revenue.

Professional Experience

MARKETING MANAGER — Hayes Investment Management 2009 - Present
Managed all digital, video & newsletter communications to build assets for Registered Investment Advisor. Utilized Ontraport CRM Software to build and maintain marketing and email campaigns, in addition to Facebook & YouTube ads. Designed and launched website, ChipHayesRIA.com. Doubled Assets Under Management in 5 years working Part Time.

PRESIDENT/FOUNDER — It's A Wrap Digital Marketing 2009 to present
Built foundation of business that focused on helping businesses harness the power of video to grow revenues, generate leads, & enhance branding utilizing video. Work with businesses, including Financial Professionals to utilize video and online technology to grow their business.

FINANCIAL ADVISOR — AG Edwards/Wachovia/Wells Fargo Advisors 2007 - 2009
Helped clients plan for retirement, college & other life events by investing assets wisely & minimizing risk.

VICE PRESIDENT, SALES & MARKETING — Fibrecycle, USA 2006 - 2007
Managed North American operations for this Australian-based business. Created distribution plans, marketing business plan and managed sales placement throughout North America.

DIRECTOR OF SALES, WESTERN US/CANADA — Merrick Petcare 2005
Managed national sales force of 5, trained and developed sales team. Secured distribution in national accounts and distributors nationwide. Coordinated and facilitated inaugural Merrick National Sales Meeting.

PROCTER & GAMBLE: 1989 - 2004
BUSINESS DEVELOPMENT MANAGER - JAPAN, ASIA, LATIN AMERICA
~~Consulted with International sales & marketing divisions to educate, consult and train management teams in category management, merchandising, marketing & sales strategies. Worked closely with country Presidents and key personnel to build & execute sales & marketing plans.~~

FOOD/MASS/CLUB MANAGER
Worked closely with P&G customer teams throughout the Western U.S. to build the Iams pet brand and the premium pet category at strategic accounts, including: Wal-Mart, Target, Rite-Aid, Albertson's, Walgreen's, Supervalu, Safeway, Smart & Final & Fleming.

TEAM LEADER, NATIONAL ACCOUNTS
Managed revenues of \$95 Million with Petco, 2nd largest customer in the world. Oversaw expense and promotional budget of \$14 Million, and a staff of 5. Grew marketshare to 36%, while maintaining #1 vendor ranking at Petco. Surpassed overall company growth in each of the years 1999 & 2000. Developed database and system to monitor and track merchandising status throughout North America. Increased efficiency of P.O.S., while reducing costs by 20%

NATIONAL ACCOUNT MANAGER
~~Managed development and execution of Iams & Eukanuba brand business at 500 store Petco account. Created National promotional plan, promotional calendar and managed in-store activities by working closely with national sales team management, field sales team and corporate marketing department.~~

TERRITORY SALES MANAGER / REGIONAL MARKETING REP / DISTRICT MANAGER

Education:

SAN JOSE STATE UNIVERSITY / Bachelor of Science, Business-Marketing
SANTA CLARA UNIVERSITY / MBA (Partial Work, not completed)