

# TAMARA SCOTT (she/her)

+ [LinkedIn](#)

+ [Website](#)

+ [Email](#)

+ 609.220.0768

## PROFESSIONAL EXPERIENCE

### Social Media Manager + Content Strategist

*Comcast NBCUniversal*

9/21-Present

- Lead the social media strategy for four Comcast Advertising brands + oversight on international marketing team
- Manage social media calendar, community management, analytics reporting, paid social efforts + consult on talent branding social activations
- Partner with stakeholders to create social-first content, including writing, designing and video production
- Oversee employee advocacy program, personal branding consultations and division-wide trainings on content creation
- Highlights: Led 2022 FreeWheel Cannes Lions social media activations + partnerships
  - Reach +32.6% and engagements +187.5% (vs. 2019) / Engagement rates: 37% on LinkedIn and 10.3% on Instagram
  - Instagram impressions +830% and accounts reached +905% (vs May '22)
- Extracurriculars: Young Professionals Network employee resource group leadership team, internal TED Talk speaker

### Social Media Content Strategist

*Vanguard*

1/19-8/21

- Oversaw social media strategy for Brand channels, with oversight and consulting on 25 global social channels
- Led high priority campaigns, stakeholder trainings, and social best practices playbook for global marketing teams
- Wrote and produced social-first [video content](#) in partnership with media team (and acted as [talent](#) in videos when needed)
- Led corporate social media statements and crisis communications strategy, working team, and distribution plan
- Oversaw executive, DE&I, community impact, and product social media communications
- Consulted on paid social campaigns and engagement strategies + agency and influencer management
- Led the organic social strategy for the 2019 'How Radical' brand campaign, which was featured in an [Ignites article](#)

### Retail Marketing Social Media Channel Manager

*Vanguard*

4/16-1/19

- Proactively engaged with 1.5M fans through content and community management to reinforce brand
- Created content to align with Retail Marketing divisional goals to drive business results
- Managed relationships with internal stakeholders and consulted with external partners, like Iowa and NY 529 College Savings Plans
- Implemented 4 new systems: Instagram, LinkedIn, Reddit, live streaming

## ADDITIONAL ROLES

### Supervisor *Vanguard* • 3/14-4/16

- Coached a team of 12 Investment Professionals, oversaw regulatory monitoring and department communications
- Mitigated business risk and managed resolution of elevated client situations for investment portfolios up to \$1 million

### Project Administrator *Vanguard* • 7/12-3/14

- Managed strategic divisional projects to improve client experience, including Voice Verification and NPS Feedback process
- Led 2012 Business Unit of the Year program + festivities across three U.S. sites

### Investment Professional *Vanguard* • 10/10-7/12

- Recognition for deescalating elevated calls, increasing service adoption, and peer-to-peer training
- Series 6, 7, 63 professional licenses

### Development Associate *Pennsylvania Prison Society* • 7/09-10/10

- Supported 200+ constituents through \$150,000+ of grant monies in FY2010 while cultivating relationships with donors
- Organized a two-day statewide stakeholder conference with 250 attendees

## ACHIEVEMENTS

\* Skills-based volunteer as co-chair of [Fred's Footsteps](#) Friends of Fred's board

\* 2022 Social Media Star nominee for best online fundraising campaign hosted by Social Media Day PHL and Phila. Business Journal

\* Omnichannel Marketing Certification Northwestern University Kellogg School of Management Omnichannel Marketing Program, 2022

## SKILLS / TECHNOLOGY

Content strategy + Creation	Leadership	Video Production
Brand reputation management	Customer Care	Event Planning
Relationship management	Web listening	Adobe
Crisis Communications	Canva	Analytics
Khoros + Sprinklr	Dynamic Signal	Kapwing

## EDUCATION

**Drexel University**  
[LeBow College of Business](#)  
Master of Business Administration

**Temple University**  
[Klein College of Media and Communications](#)  
Communications, Major • Criminal Justice, Minor