

# SCOTT MICKELSON

MARKETING RESEARCH | BRANDING

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Dynamic professional who applies theory and research techniques towards brand development, promotion, and business strategy. I am fascinated in finding out what consumers do, think, or believe, and why.

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## EXPERIENCE

### MARKETING RESEARCH CONSULTANT

City of Seattle (Seattle, WA), 9/2015 - 6/2016

Worked with the City of Seattle's Office of Economic Development to provide market insights to assist in the expansion of their "Restaurant Success" program for prospective food service entrepreneurs. Work included both quantitative (online surveys) and qualitative research (personal interviews) as well as a consumer experiment.

### MARKETING RESEARCH CONSULTANT

Franklin Pierce School District (Tacoma, WA), 2/2016 - 5/2016

Combined both quantitative and qualitative research to provide essential insights on a targeted demographic for a proposed \$157M school bond. Analysis of data guided recommendations and the development of a comprehensive campaign strategy and marketing materials to promote the passing of the bond.

### MARKETING MANAGER

Northwest Custom Apparel (Milton, WA), 2000 - 2015

Responsible for brand growth and the development of marketing strategies for a leading provider of corporate apparel, primarily in the B2B market. Clients included Fortune 500 companies such as Microsoft and Boeing. Managed all SEM, SEO, and social media, which maintained a consistent hold on the #1 position in organic search results for its targeted keywords. Oversaw the complete rebranding of the company in 2014.

### BRANDING CONSULTANT/GRAPHIC DESIGNER

Scott Mickelson Creative (Tacoma, WA), 1999 - 2015

Logo creation, illustration, online video, and copywriting. Projects include package design, advertisements, printed apparel, and album covers. Provided consultation services on marketing strategy, content marketing, and search engine optimization.

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## EDUCATION

### MASTER OF SCIENCE IN MARKETING RESEARCH

Pacific Lutheran University (Tacoma, WA), 2015-2016, 3.9 GPA

### BACHELOR OF ARTS IN MARKETING

Washington State University (Pullman, WA), 1995-2000

Phi Kappa Tau fraternity, KUGR radio

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## SKILLS

**TECHNCIAL:** Data mining, Data analysis, Experimental design, CRM, Focus groups, Depth interviews, B2B marketing

**SOFTWARE:** Adobe Creative Suite, Microsoft Office, SPSS, Qualtrics, Google Analytics, Salesforce, Wordpress, Joomla