

G. Scott Klimt

3057 Mountair Drive • Salt Lake City, Utah 84106
(801) 520-7488 • scott.klimt@gmail.com • gscottinc.com

Professional Summary

- MBA, BA Marketing, marketing professional with highly creative mind, analytical skill set, and entrepreneurial drive.
- Expertise in marketing mix management and strategy. Including new product development, consumer promotions, branding, positioning, Internet marketing (SEO/SEM, PPC, and Social Networking), research, and advertising.
- Experience in all forms of media, web analytics (Omniure, Google), database, relationship, direct, and viral marketing.

Education

9/07–3/09, 9/99–7/02	UNIVERSITY OF UTAH <i>Masters of Business Administration, Marketing and Entrepreneurship emphasis, 3.5 GPA</i> <i>Bachelor of Arts in Business, Marketing, 3.6 GPA, 3.9 GPA within major</i>	SALT LAKE CITY, UTAH
3/00–9/00	BRIGHAM YOUNG UNIVERSITY–JERUSALEM <i>Middle East Studies, 4.0 GPA</i>	JERUSALEM, ISRAEL

Work Experience

11/06–12/08	NOAH CORPORATION <i>Marketing Director</i> <ul style="list-style-type: none">• Developed all corporate marketing strategies including positioning, identity, and brand image.• Created and executed various advertisements, in-house marketing collateral and consumer promotions that provided returns as high as 300%.• Identified growth opportunity through strategic partnership. Successfully presented concept and projections to company executives. Oversaw program implementation.• Recognized need for new pricing strategy. Developed and successfully presented a new pricing strategy concept to company executives. My new pricing strategy improved customer understanding and perception. It also reduced labor costs, sales costs, and time to close.	PARK CITY, UTAH
8/06–Present	SANTALETTERZ.COM, ONLINE LETTERZ, LLC <i>Sales and Marketing Director</i> <ul style="list-style-type: none">• Developed all marketing strategies and collateral including brand positioning, Internet advertising, consumer promotions, and strategic partnerships.• Contacted, proposed, and formed a strategic partnership with Children’s Miracle Network to reach more than 17 million potential customers in the target market.	SALT LAKE CITY, UTAH
9/04–11/06	A-PLUS BENEFITS, INC <i>Business Consultant, Outside Sales Representative</i> <ul style="list-style-type: none">• Contacted and presented outsourced human resource solutions including payroll, risk management and benefits packages to business owners and executives.• Sold over \$250,000 of human resource outsourced services. Earned and awarded Sales Person of the Month in November 2005 and September 2006.	LINDON, UTAH
7/02–9/04	DEL SOL, LLC <i>Merchandising Manager</i> <ul style="list-style-type: none">• Developed a merchandising plan for accessories. Sales increased over 400% within 2 weeks. <i>Product Manager</i> <ul style="list-style-type: none">• Launched 10 new products successfully, generating over \$1.2 million in annual sales. <i>Market Research Manager</i> <ul style="list-style-type: none">• Developed and built a custom forecasting model to identify optimal growth opportunities using internal data, industry data, and trend reports.• Identified five new locations that currently generate over \$2.5 million in annual sales.	SANDY, UTAH

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Work Experience continued

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| 7/02–9/04 | DEL SOL, LLC <i>continued</i> | COZUMEL, MEXICO |
| | <i>Retail Store Manager–Executive Intern</i> | |
| | <ul style="list-style-type: none">• Oversaw the construction and opening of a new retail location in Cozumel, Mexico.• Recruited, trained, and managed team of fifteen employees.• Exceeded the store sales goal by 15% and regional sales goal by more than 18%. | |
| 9/00–3/02 | UTAH OUTDOOR ADVERTISING, EBR MANAGEMENT | SALT LAKE CITY, UTAH |
| | <i>Outside Sales Manager, Business Marketing Consultant</i> | |
| | <ul style="list-style-type: none">• Sold outdoor advertising to local business owners, marketing executives, and national advertising contacts.• Increased occupancy rate from 68% to 95% within first three months. | |
| 9/99–9/00 | INGENIX PUBLISHING, UNITED HEALTH CARE | SALT LAKE CITY, UTAH |
| | <i>Medical Coding Consultant, Outbound Sales Representative</i> | |
| | <ul style="list-style-type: none">• Contacted hospitals via telephone to sale and updated their medical coding tools including CPT and ICD-ICD9 codes. Worked directly with hospital administration.• Among top three producers on sale team, sold over \$600,000. | |

Volunteer Experience

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| 9/06–7/08 | ACADEMY OF INFORMATION AND TECHNOLOGY | SALT LAKE CITY, UTAH |
| | <i>Advisory Board Member</i> | |
| 3/05–6/05 | YOUNG ENTREPRENEURS OF AMERICA | SALT LAKE CITY, UTAH |
| | <i>Annual Summit Volunteer, Corporate Sponsorship</i> | |
| 6/00–9/02 | ASSOCIATED STUDENTS OF THE UNIVERSITY OF UTAH | SALT LAKE CITY, UTAH |
| | <i>Festival Chair, National Concert Chair, Local Concert Chair, PR Board Member</i> | |
| | <ul style="list-style-type: none">• Managed teams from a few to 65 volunteers at various times.• Oversaw allocation of annual budgets from \$25,000 to \$250,000. | |
| 6/00–6/01 | INTER-FRATERNAL COUNCIL (IFC) | SALT LAKE CITY, UTAH |
| | <i>Executive Secretary and Treasurer</i> | |
| 3/97–3/99 | VOLUNTEER RELIGIOUS SERVICE | LIMA, PERU |

Professional Skills, Attributes, and Software Proficiency

Professional Skills: marketing strategy, marketing mix management, market research, brand positioning, Internet marketing (SEO/SEM, CMS/CRM, PPC, Email, and social networking) viral marketing, direct marketing, relationship marketing, web analytics, product life-cycle management, database marketing, promotions, sponsorship, event planning, direct mail, campaign tracking, media buying, packaging, graphic design, copy writing, new product development and introduction.

Professional Attributes: creative, solution-oriented, organized, detail-oriented, strategic thinker, outstanding written and verbal communications skills, goal-oriented, strong ability to lead and motivate

Software Proficiency: Windows OS, Mac OS, Microsoft Office (Excel, Word, Power Point), Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver), File Maker, iWork (Numbers, Pages)

Web Programming: HTML, PHP, CSS, MySQL

Foreign Language: Fluent in written and spoken Spanish

Personal Interests

Entrepreneurship, soccer, history, music, travel, audio-video, electronics, technology, and carpentry

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Colleague Endorsements

RON NEIL

Director of Development–Noah Corporation

“During the last two years that I have had the privilege of working with Scott, I have observed him as a very hard worker and dependable individual. When given a job to do it was completed in a timely manner and always exceeded expectations. Above all I respect Scott for his high standard of honesty and integrity.”

JED GINES

Director of Sales–Noah Corporation

“I had the honor of working with Scott at Noah Corporation for two years. During that period, I developed enormous respect for his dedication to the company’s work. I also became acutely aware of his great knowledge and skills as well as the endless hours he worked in a determination to help Noah’s in its struggle against building brand recognition in a new market place. It has been a privilege to know this brilliant and dedicated individual.”

ANDREA ALLRED

Information Manager–Del Sol LLC

“Scott is wonderful. He is creative, fun and also has the ability to look at the numbers and trends. These skills allow him to put together amazing ideas. He has the follow-through that many lack in the marketing field. I have always been impressed with how quickly he learns and his positive attitude. Scott can do anything, and I feel lucky to have been able to work with him.”

SCOTT BRADY

Director of Communications–Del Sol LLC

“Scott has a strong mind that is both amazingly creative and analytical at the same time. His relationship skills draw people to him both as a mentor and a friend. Scott possesses the innate ability to convey messages clearly, to motivate people to action and to provide them with a blueprint for execution.”

DUSTIN TATE

Vice President of Sales–Del Sol LLC

“I loved Scott’s creativity and attention to detail when solving problems. Scott is very energetic and very passionate about what he does, and it’s very contagious. He is always very reliable - never one to offer an excuse to not get a task done. He’s also a lot of fun to work with.”

BRIAN ACORD

Executive Director–Young Entrepreneurs of America

“Scott is a very energetic individual and has been more than willing to share his enthusiasm and skills with those around him. He has been a lot of fun to work with and no matter what problems may arise, he always finds a way to get the job done.”

DAN FORD

Owner–Ford Real Estate

“When Scott worked as our sales and marketing manager, his work was excellent. He understands the big picture and is able to accomplish work efficiently and effectively in stressful situations.”

MATT GRIMM

Owner–V2K Window Decor

“I have known Scott for years and can say that it has been a great experience. Not only is he a fun person to be around he is one of those people that just gets things done. No matter what he gets involved in he has the passion that makes the project the best it can be.”

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Colleague Endorsements continued

STEPHEN HAMPTON

MBA Student–University of Utah

“I was lucky early in the MBA program to get Scott on one of my teams. Since then I have had several more opportunities to work with him on group projects and assignments, but it wasn’t luck responsible for those, I did everything I could to make sure I had him on my team. Scott isn’t satisfied with the gimme answers, and regularly challenges conventional thought. He is an enormously talented creative thinker. On many occasions Scott single handedly completed group assignments with extremely tight deadlines, I wish all my teammates were so diligent. I am going to continue to look for opportunities to work with Scott both academically and professionally.”

ALAN JOHNSON

MBA Student–University of Utah

“Scott is a very hard worker who is decisive and always has a vision. He is able to do a million things at once and deliver effectively on all of them. He has a high energy that can inspire those around him. His humor rubs off on those around him; however he never loses sight of the objectives.”

TRACY HERNANDEZ

MBA Student–University of Utah

“I worked with Scott in a marketing group at school and he always brought fresh ideas to our projects, plus he has a good sense of humor to keep things fun and interesting.”

CAROL HSIEH

MBA Student–University of Utah

“I worked with Scott during the first year of my MBA program at the University of Utah. He was the creative mind in the team and always had many “out side the box” ideas. He was also a hard worker and never complained about the task assigned to him It has bee a delightful and fun experience working with Scott.”

MICHAEL EVES

MBA Student–University of Utah

“Scott is a brilliant individual with many talents. He is sharp and has the ability to make a quick study of almost anything. He is creative, web savvy and has a good business acumen. I have never worked with Scott professionally, but I have worked with him in groups through our studies at the University of Utah, David Eccles School of Business and I have been really enjoyed it. In a group, he is easy to work with, resourceful and dependable.”