

Scott M Daugherty

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Technical Experience

- 10+ years developing and designing with PHP, MySQL, HTML, CSS, & JavaScript
- Experience with Sessions, Shopping Carts, User Login, and Content Management System
- Build and test in a variety of operating systems, browsers and mobile platforms
- Experienced with Windows, MAC, Droid, and Linux OS systems
- 5+ years experience of SEO (Search Engine Optimization), PPL & PPC marketing tactics
- 5+ years email marketing experience (campaigns, building HTML email, list management)
- Experience utilizing Social Media for marketing and internal communications
- Management experience with technical and non-technical personnel
- Liaison experience between senior management, technical teams and marketing teams
- Advanced training and experience in Adobe PhotoShop

Education

Purdue University - West Lafayette, IN

Bachelor of Science - **Computer Graphics Technology**, 2001

Minor - Organizational Leadership Supervision

Employment History

Benzidream FX Studios, Allison Park, PA

Web Project Manager, 2003 - Current

- Oversee all aspects of web management and development for the studio
- Lead Developer and Network administrator for the studio

Pittsburgh Technical Institute, Oakdale, PA

Web Marketing Coordinator, 2005 - 2011

- Responsible for expansion of online lead generation
- Develop www.pti.edu, online admissions tools, emails and content for social media sites
- Develop and cultivate Social Media presence
- Manage student workers to develop content and edit video

Robert Morris University, Moon Township, PA

Technical Programmer, 2002 - 2005

- Provide media support services for the engineering department
- Lead developer and managed a team of engineering graduate students to build curriculum
- Documented processes at local companies for inclusion of online curriculum

Freelance Web Developer

Web Developer, 2002 - 2010

- Create websites and online marketing strategies for small businesses
- Provide internal networking and hardware solutions
- Develop strategies specific for social media
- Photography, video, QR codes, or other various media