

Scott Douglas Vaughan

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Objective

To serve the strategic communication needs of organizations toward a goal of enlarging the organization's database and obtaining measurable results for the organization's goals.

Education

BACHELOR OF JOURNALISM | 1981 | UNIVERSITY OF GEORGIA, ATHENS, GA

- Major: Journalism
- Minor: Sociology

STRATEGIC MARKETING CERTIFICATE | 2003 | EMORY UNIVERSITY, ATLANTA, GA

- This was a multi-course executive management certificate program. Courses focused on Customer Service, Organizational Branding, and Strategic Communication.

Skills & Abilities

WRITING

- I am a professional writer with 40 years of experience in all forms of writing, including all print, video scripting, website promotion, social media, and e-mail management. I have also written two novels.

DATABASE MARKETING

- All communication depends on the strength of the database, growing the database to saturate a geographic area and then penetrating the database to better understand the audiences and what moves the audiences to action.

PUBLIC SPEAKING

- I am a professional public speaker, combining story-telling, humor, and research in my presentations. This skill also enables me to help others write speeches or to write speeches for others.

LEADERSHIP

- I have a history of organizational leadership from serving as state governor of a high school service organization to service on the South Carolina Press Association Executive Board (1992-1994). I am also a leader in my church and am a new board member for the SC Writers Association.

Experience

PRESIDENT | SCOTT VAUGHAN COMMUNICATIONS, LLC | 2003-PRESENT

- Communications consultant to the North American faith community.

DIRECTOR, MARKETING | SC BAPTIST CONVENTION | 1995-2003

- Responsible for the complete marketing management (including personnel and budget) of the convention and its relationship with 2,000 South Carolina Baptist congregations and their leaders.