

SCOT T. GILLIES

# Operations director & editor

## Contact information

LinkedIn: [LinkedIn.com/in/Scot-Gillies](https://www.linkedin.com/in/Scot-Gillies)

Phone/text: 859-312-8987

Email: [stgillies@gmail.com](mailto:stgillies@gmail.com)

Website: [ScotGillies.com](http://ScotGillies.com)

Skype: [scot.gillies](https://www.skype.com/people/scot.gillies)

## Career highlights

Metrics and analytics authority

Compliance professional

Social media specialist

Office administrator

Content strategist

## Accomplishments

- **Brand manager and public relations coordinator**

While guiding *The Blood-Horse MarketWatch*, I doubled the publication's core subscribers and tripled the brand's outreach to occasional readers. At NetGain Technologies I oversaw content aggregation and layout of high-circulation electronic newsletters and print products.

- **Product innovator**

At NetGain, I restructured the corporate website with responsive design; enhanced navigation; and a deeper array of content. For the *Blood-Horse Stallion Register*, I expanded online search capabilities, redesigned the site's search and profile pages, and updated the print product's design and contents to better serve users. For *The Blood-Horse* magazine, I created a suite of on-demand and timely white papers and special reports.

- **Social media editor**

As content strategist for NetGain Technologies, I authored and implemented corporate social responsibility guidelines for the company's brands, wrote and audited blogs, and directed the corporate presence on Facebook, Twitter, Google+, and LinkedIn.

- **Analysis and technical content editor**

I directed digital marketing initiatives, including nurture email campaigns, website calls to action, and social media outreach, for both B-to-B and nonprofit organizations. Previously, as author of an audited daily census at UK Orthopaedic Surgery, I produced official patient documentation for medical staff reference and for legal records. At Blood-Horse Publications, I researched, updated, and edited statistical and analytical content across print and digital platforms, employing AP Style and in-house style guides.

- **Compliance administrator**

As an editor in several roles, I have administered relationships with freelancers. As a consultant to political campaigns, I maintained official documents and managed post-election transition and legal compliance. As a medical residency coordinator, I served as liaison to credentialing boards, a role in which I supervised the education, scheduling, and regulatory compliance for residents and fellows.

- **Team leader, recruiter, and scheduler**

For multiple political campaigns, I led the advance coordination team and acted as administrative and staff scheduler. I recruited top candidates for the competitive-admissions residency program at UK Orthopaedic Surgery. As a publications editor, I guided art, design, advertising, I.T., marketing, production, and editorial input in collaborative efforts with strict deadlines.

## Recent technical and administrative qualifications

- Microsoft Office: Word, Excel, PowerPoint, Access, Outlook, Visio
- Adobe: InCopy/InDesign and Acrobat
- Website markup: HTML and CSS
- Metrics tools: Google Analytics (certified), Moz, Web Trends, Open Web Analytics
- Crowdsourcing and customer experience analysis software: SurveyMonkey, Polldaddy, Zoomerang
- Google Apps: Google Docs, Google Drive, Dropbox
- Content management: WordPress, Drupal, Community Server
- Social media: Twitter, Facebook, LinkedIn, Pinterest, Google+, Instagram
- Teamwork collaboration: SharePoint, OnCall Scheduling, BaseCamp, Google Documents

## Career history

- 2016 to current      **Nonprofit Executive Director**  
Contract 501(c)(3) organizational operations advisor to Blue Grass Farms Charities, the Will Harbut Society, and Mares' Rest.
- 2014 to 2018      **Digital Marketing/Content Manager**  
NetGain Technologies, Inc.  
Reporting to: Bret Anderson, Vice President—Marketing and Development
- 2012 to 2014      **Marketing Editor and Content Strategist**  
Contract editorial work for Consultwebs.com; DecoArt; Chica & Jo; HubPages; InternetBrands.com; and other freelance assignments
- 2005 to 2013      **Blood-Horse Publications**
- 2007 to 2013      **Educational Products Director**  
**Research Editor**  
**Brand Manager and Editor-in-Chief, *The Blood-Horse MarketWatch***  
Reporting to: Eric Mitchell, then-Executive Vice President and Editorial Director
  - 2006 to 2007      **Social Media Editor**  
*The Horse* (sister company of Blood-Horse Publications, Inc.)  
Kim Brown, then-Editor-in-Chief and Publisher, *The Horse* magazine
  - 2005 to 2006      **Audience Development Data Coordinator**  
Reporting to: Marla Bickel, then-Audience Development Director
- 2003 to 2004      **Director of Advance and Scheduling**  
**Staff Director and Volunteer Coordinator**  
**Campaign Compliance Administrator**  
Alice Forgy Kerr for Congress Campaign Committee  
Reporting to: Sen. Alice Forgy Kerr, then-candidate (U.S. Congress, KY-6)
- 2001 to 2003      **Residency Coordinator Sr.**  
Orthopaedic Surgery Department, University of Kentucky  
Reporting to: Pauline Mills, Staff Director

## Education

### The University of Kentucky

Honors Program graduate: BA-PS in Foreign Policy, 1997