

# Scott Donnell

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Portfolio: [donnellmktg.com](http://donnellmktg.com)

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## Experienced Marketing Leader

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Creative and engaging Marketing Innovator with a proven track record of delivering world-class branding and sales-minded tactics that exceed expectations. Highly skilled as a multi-brand idea originator, Art Director, and content storyteller with the expertise to successfully build-out and manage creative teams. Exceptional ability to maximize interdepartmental collaboration and execute on time and on budget. Outstanding interpersonal and communication skills, multi-tasking, creative problem solving, and attention to detail. Consistently staying up to date with the latest marketing trends, tactics, and technologies.

### **Key Roles and Experience**

Growth Marketer  
Art Director  
Team Builder  
Creative Writer  
Media Planner

Multi-Brand Strategist  
B2B Specialist  
Content Producer  
Artist Manager  
Co-Brand Ambassador

Digital Marketer  
Brand Builder  
Creative Director  
Product Developer  
Global Marketer

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## Professional Experience

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Online Events, LLC. HITKOR – Los Angeles, California

**Chief Marketing Officer** 5/2022 to 12/2023

Built in-house marketing team and oversaw all aspects marketing and tech for a LIVE Event streaming entertainment start-up. Worked extensively with Amazon Web Service (AWS) to build a tech-stack that would streamline the customer experience and suit an evolving business model.

### **Key Successes**

- Launched LIVEstreaming platform with branded UI/UX, Shopify+ and Google (GTM) integration.
- Published HITKOR Experience monthly digital publication highlighting LIVE and VOD artists such as DL Hugley, En Vogue, Big & Rich, Gretchen Wilson and many others.
- Managed strategic partnerships including The SONG broadcast television series, HEAR360 Audio and Redlight Management Nashville.

Drum Workshop, Inc – Oxnard, California

**Vice President of Global Marketing** 7/2013 to 4/2022

Accountable for leading and implementing marketing efforts for global leader in the musical instrument manufacturing business—70m+ in annual sales. Responsible for all brands under the corporate umbrella, as well as public-facing properties such as websites, social media platforms, multi-media advertising, packaging, public relations, influencer marketing, and events. Manage in-house agency and contracted staff for all ongoing tactics/activations, launches, and top-level branding initiatives. Direct and collaborate with multidisciplinary teams, designers, directors, content strategists, brand managers, and stakeholders to innovative solutions for marketplace positioning, product direction, content, assets, and end user sell-through.

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## **Key Successes**

- Architect of the complete branding strategy for the DW Drums brand over two decades, becoming the top selling acoustic drum brand at both Guitar Center and Sweetwater—mega retailers each reporting 1B+ in total annual sales revenue.
- Signed and/or built relationships with some of the biggest names in the industry to drive visibility and exposure including, Dave Grohl, Bruno Mars, Mick Fleetwood, Sheila E, Don Henley, Melissa Etheridge, and many other notable artists.
- Produced award-winning advertising campaigns that led to record top line sales and EBITDA.

## **Director of Marketing 7/2003 to 2013**

Expanded and led in-house team to include video content and social media roles taking the company into the digital marketing age and in turn, growing brand loyalty. Ushered in host of co-branded partnerships that brought the marquee brand into the mainstream, including video gaming, SNL, Super Bowl, SXSW and more. Designed and marketed ultra-boutique instruments that furthered interest in the brand and drove increased market share.

## **Key Successes**

- Grew in-house team by 4x, creating engaging content for a fraction of the price of non-specialized agencies.
- Created and launched multimedia production company. Produced video titles that were both profitable and brand building.
- Created and collaborated on numerous award-winning ad campaigns and websites.

## **Marketing Manager 8/2000 to 7/2003**

Established in-house agency from inception. Collaborated on all facets of advertising, copy writing, artist relations, print and digital media, branding concepts, brand awareness and growth, new brand development, emerging digital media, PR and customer relations.

## **Key Successes**

- Guided award-winning Pacific Drums and Percussion brand launch—now 12m+ in annual sales revenue.
- Produced large scale Drum Day LA live concerts in conjunction with House of Blues, Guitar Center and HOB Sunset in Hollywood, CA.
- Expanded artist roster to include notable players in Latin, Hip Hop/R&B, Country, Jazz and other genres, increasing brand credibility and awareness in other markets.

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## **Education/Charity Work**

California State University, Northridge

**Bachelor of Arts** Communications - Radio/TV/Film

**In Concert for Cancer**

Board of Directors