



# SCOTT CUNNINGHAM

Digital Marketing & Content Lead

## ABOUT ME

Digital marketing and content lead with 10+ years of experience across content strategy, social media, community management, and AI-assisted workflows. Managed over 120 accounts and supported 57 clients across multiple sectors. Known for turning complex ideas into clear, effective messaging that supports growth, improves execution, and strengthens brand communication.

## WORK EXPERIENCE

### CUDOS & CUDO Compute

Jan 2024 – Feb 2026

Content Strategist & Content Lead

Led content, editorial, and communications for GPU infrastructure across AI, HPC, and permissionless compute at CUDO Compute and CUDOS. Over two years, GTM messaging and content execution helped support revenue growth from ~\$1M to ~\$100M alongside global capacity expansion.

- Owned positioning and messaging for private GPU clusters and on-demand compute, with a focus on sovereignty, performance, and compliance.
- Produced GTM content across blogs, whitepapers, landing pages, and sales enablement materials to support pipeline growth.
- Built executive thought leadership and technical narratives for enterprise AI, national AI initiatives, and developer audiences.
- Launched campaigns tied to data center activations and GPU availability, including H100, H200, and L40S.
- Led the flagship editorial newsletter, growing it to 10,000+ subscribers across AI and infrastructure audiences.
- Created technical explainers and tutorials that simplified onboarding and clarified cost, capacity, and regulatory pressure.

### Thunderbolt Technologies

July 2017 – Dec 2023

Copywriter, Content Lead, & Community Manager

- Managed client accounts, social campaigns, and promotional initiatives across multiple brands, supporting audience growth, engagement, and brand consistency.
- Managed \$400,000 in paid media across Meta and Google Ads, delivering 208,000+ clicks, 35,000,000+ impressions, and 4,409,000+ video views while maintaining efficient CPC, CPM, and CPV benchmarks.
- Drove strong year-over-year social growth, increasing Twitter impressions and POS link clicks by 59%, engagements by 115%, and LinkedIn impressions, engagements, and clicks by 200%+ with 125% LinkedIn follower growth.

### Bright/Shift

Nov 2022 – July 2023

Social Media Manager

- Executed content strategy across social platforms for client accounts.
- Developed on-brand social copy and delivered content aligned with client goals.
- Analyzed performance metrics to inform content optimization and improve results.

### Intel Canada

April 2020 – April 2022

Community Manager

- Coordinated marketing workflows, planning, and reporting to support campaign execution.
- Managed social communications and consumer-facing messaging across client channels.
- Partnered with content teams to support account activity and brand consistency.

## CONTACT ME

- 📞 587-323-4977
- ✉️ [scottcbusiness@protonmail.com](mailto:scottcbusiness@protonmail.com)
- 🌐 [LinkedIn Profile](#)
- 📍 Ajax, ON, Canada

## EDUCATION

### Ontario Tech University (OTU)

Bachelor of Information Technology |  
Networking and IT Security

- Cumulative GPA of 3.22/4.3
- David S. Simmonds  
Entrepreneurship Award
- President's List
- Dean's List
- UOIT Entrance Scholarship

2013 - 2017

## SKILLS

**Social & Community Management:**  
Sprout Social, Hootsuite, Buffer, HubSpot

**Analytics & Social Listening:**  
Rival IQ, Talkwalker, Brandwatch

**AI Content Workflows:**  
ChatGPT, Claude, Custom GPTs, prompt engineering, multimodal generation, AI-assisted research

**Design & Creative Production:**  
Adobe Creative Cloud, Figma

**Video Production & Repurposing:**  
Adobe Premiere Pro, Opus Pro

**Planning & Operations:**  
Notion, Trello, Asana

**Productivity:**  
Google Workspace, Microsoft Office

**Email & Newsletter Platforms:**  
Beehiiv, Plunk, EmailOctopus