

CONTACT

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EDUCATION

Ontario Tech University (OTU)
Bachelor of Information Technology | Networking and IT Security

2013 - 2017

- David S. Simmonds Entrepreneurship Award
- President's List
- Dean's List

SKILLS & TOOLS

Marketing & Content Strategy
Content Strategy, Go-to-Market, SEO & Content Optimization, Paid Media, Brand Positioning, Campaign Management

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

Analytics & Social Listening
Google Analytics 4, Google Search Console, 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, Monday.com

Productivity
Google Workspace, Microsoft Office

Email & Newsletter Platforms
Beehiiv, Plunk, EmailOctopus

SCOTT CUNNINGHAM

DIGITAL MARKETING STRATEGIST & CONTENT LEAD

PROFESSIONAL PROFILE

Digital marketing and content leader with 10+ years of experience driving brand growth, audience engagement, and content strategy across technology, AI, and B2B/B2C markets. Managed 130+ accounts across 60+ clients, delivering 50M+ campaign impressions, 5M+ video views, and measurable audience growth. Experienced in leading content operations, developing go-to-market strategies, and translating complex products into compelling messaging that drives results.

PROFESSIONAL EXPERIENCE

CUDOS & CUDO Compute
JAN 2024 - FEB 2026

Content Strategist & Content Lead (Freelance Contract)

Led content strategy, editorial direction, and go-to-market communications for AI and GPU infrastructure solutions. Developed enterprise messaging and supported global infrastructure expansion during a period of company revenue growth from approximately $1M to $100M.

- Directed product positioning for private GPU clusters and on-demand compute, emphasizing performance, data sovereignty, and compliance.
- Developed go-to-market campaigns, whitepapers, landing pages, and sales enablement content to support lead generation and enterprise growth.
- Established executive thought leadership and technical narratives targeting enterprise AI, national AI initiatives, and developer communities.
- Led content campaigns supporting global GPU capacity expansion and new infrastructure deployments, including NVIDIA H100, H200, and L40S availability.
- Grew the flagship AI and infrastructure newsletter to 10,000+ subscribers, expanding audience reach and strengthening industry engagement.
- Produced technical guides, educational content, and onboarding resources translating complex infrastructure, pricing, and regulatory topics into accessible messaging.

Thunderbolt Technologies
JUL 2017 - DEC 2023

Copywriter, Content Lead, & Community Manager (Freelance Contract)

- Led content strategy, social media management, and multi-platform marketing campaigns across client brands, driving audience growth, engagement, and brand visibility.
- Managed $400,000+ in paid media across Meta and Google Ads, generating 208,000+ clicks, 35M+ impressions, and 4.4M+ video views through performance-driven campaigns.
- Delivered significant year-over-year growth, increasing Twitter impressions and POS link clicks by approximately 60%, engagements by 115%, and LinkedIn impressions, engagements, and clicks by 200%+, alongside 125% LinkedIn follower growth.

Bright/Shift
NOV 2022 - JUL 2023

Social Media Manager (Freelance Contract)

- Managed multi-platform social content calendars and publishing workflows across client accounts, ensuring timely execution and consistent brand positioning.
- Produced platform-specific copy and creative assets tailored to campaign objectives and target audiences.
- Monitored social performance and engagement metrics, using insights to refine content strategies and improve campaign effectiveness.

Intel Canada
APR 2020 - APR 2022

Community Manager (Freelance Contract)

- Coordinated campaign planning, digital communications, and performance reporting to support timely marketing execution across Intel Canada's consumer-facing channels.
- Managed consumer-facing social communications and community engagement, maintaining brand messaging and responding to audience interactions.
- Collaborated with cross-functional marketing teams to coordinate campaigns and support digital communications initiatives.