


# Raymond Scott

## Franchise Marketing Leader


### Franchise marketing executive scaling regional performance and brand standards


Senior marketing leader with 20 years of experience managing national marketing for multi-unit franchise brands. Balances headquarters strategy with local customization and franchisee enablement.

## CONTACT

 (000) 000-0000

 email@example.com

 LinkedIn | Portfolio

 Dallas, TX

## KEY SKILLS

- Brand standardization
- Co-op marketing
- Franchisee support
- Geo-targeting
- Local store marketing (LSM)
- Loyalty apps
- Menu promotions
- Regional activations
- Retail analytics
- Training programs

## PROFESSIONAL EXPERIENCE

VP OF MARKETING | CHILI'S FRANCHISING GROUP , DALLAS, TX  
AUGUST 2012 – PRESENT

- Launched regional LSM toolkit used by 400+ franchisees
- Grew mobile app downloads to 1.5M+ users
- Rolled out national campaign that increased same-store sales by 18%

MARKETING DIRECTOR | DELIFRESH EXPRESS , DALLAS, TX  
JULY 2007 – JULY 2012

- Built national brand guide and field marketing playbooks
- Supported 85 new store openings in three years

## EDUCATION

- Bachelor of Business Administration (BBA)  
Southern Methodist University , Dallas, TX | May 2007