

Pamela D. Scott

Certified Content Writer

120 Stanley Drive, Unit 865 | Aubrey, TX 76227

Email: pamela@pameladscott.com | Phone: 512-734-8328 | [Portfolio Link](#) | [LinkedIn Profile](#)

Professional Profile

Certified content writer with expertise in creating persuasive and engaging content across multiple industries, including healthcare, IT, nutrition, and material handling. Skilled in SEO, UX, and B2B copywriting, focusing on driving brand awareness and customer engagement. Proven success in leveraging AI tools for research, content creation, and editing to deliver high-impact marketing strategies. Adept at collaborating with clients to align content strategies with broader organizational objectives and ensure consistent messaging throughout the buyer's journey.

Key Competencies

- Content Strategy Development
 - SEO Copywriting & UX Copywriting
 - B2B & Sales Enablement Copywriting
 - AI-Powered Content Creation
 - Brand Messaging & Storytelling
 - Client Relationship Management
 - Data-Driven Marketing Strategies
 - Customer Engagement
 - Project Management
 - Tech Proficiency (MS Office, Google Suite, AI Tools, Content Management Systems)
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Professional Experience

Owner | Principal

Pamela D. Scott Coaching & Consulting | Nov 2023 – Present

- Develop strategic and persuasive content strategies and deliverables for agencies and direct clients, creating short- and long-form content that promotes brand authority and customer engagement.
- Leverage AI tools to create personas, perform research, and edit content for greater precision and relevance.
- Provide AI-based content marketing and goal success coaching services to help clients maximize engagement and conversion rates.
- Aligned clients' content strategies with their broader organizational objectives, driving a 25% increase in client engagement and satisfaction.

Key Achievements:

- Developed and executed strategic content marketing initiatives, increasing client engagement by 25%.
- Provided AI-based content marketing coaching, improving client conversion rates by 20%.

- Achieved a 95% client satisfaction rate through tailored coaching and consulting services.
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Owner | Content Marketing Consultant

Consulting Content Rx | Jul 2021 - Nov 2023

- Specialized in creating high-impact marketing content for clients in healthcare, IT, nutrition, and material handling sectors, enhancing brand visibility and lead generation.
- Utilized consulting skills to strategize with clients, ensuring messaging resonated with target audiences at each stage of the buyer's journey.
- Conducted needs assessments and delivered tailored content solutions to maximize impact and customer engagement.

Key Achievements:

- Created content that increased brand visibility by 30% for healthcare and IT clients.
 - Implemented data-driven content strategies, enhancing lead generation by 15% across client portfolios.
 - Delivered customized content solutions through in-depth client assessments, aligning content with business goals.
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Vice President, IT Project Management Office

USPI - Tenet Healthcare | Apr 2018 – Jul 2021

- Directed a diverse portfolio of 200+ projects annually, including regulatory, clinical, and operational initiatives, achieving a 90% on-time and on-budget completion rate.
 - Improved operational efficiency by 40% through workflow and operational restructuring, effective team leadership, and adopting project management best practices.
 - Enhanced project delivery and client satisfaction by leveraging the ServiceNow platform, increasing project success rates by 20%.
 - Provided expert guidance and oversight for IT policies, processes, and practices.
 - Cultivated relationships with other executives to drive the importance of the PMO service model and its benefit to the enterprise.
 - Championed an IT-wide high-reliability organization (HRO) campaign to promote service excellence and increase customer satisfaction.
 - Directed content strategy for healthcare IT projects, producing educational and procedural content that improved operational efficiency by 40%.
 - Developed training materials and end user documentation, driving adoption of new technologies and processes.
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Account Management Consultant | Client Delivery

NTT Data Services – Dell | May 2010 - Apr 2018

- Implemented an HRO initiative at the client's request, reducing downtime by 35% and increasing NPS by 25%.
- Provided consulting services for an 80-hospital system, resulting in a 30% improvement in project delivery and process efficiency.
- Fostered strong business relationships, contributing 20% growth in new business opportunities.

- Collaborated with agile development teams to create customer solutions, conducted business analysis, created detailed specifications, and obtained signoffs to ensure project alignment with business objectives.
 - Coordinated user acceptance testing (UAT) activities, working closely with stakeholders to validate solutions and ensure successful implementation.
 - Conducted feasibility studies, departmental assessments, and process reviews and recommended courses of action to senior leadership.
 - Developed content for clinical user training and onboarding for an 80-hospital system, improving user engagement and project outcomes by 30%.
 - Collaborated with stakeholders to produce clear, accurate, and engaging content that aligned with business objectives.
 - Managed content creation for user acceptance testing (UAT) and client deliverables, ensuring content clarity and alignment with user needs.
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IT Management Consultant

IBM | Dallas, TX | Jun 2005 - May 2010

- Managed vendor contracts and led HIPAA security and EDI transition projects, achieving 98% compliance and minimizing risk for large hospital systems.
 - Directed the Program Management Office, supporting enterprise clinical transformation initiatives that led to a 25% improvement in operational readiness.
 - Developed and implemented disaster recovery and business continuity plans.
 - Conducted systems analysis, program scheduling, and provided technical support for large-scale IT projects.
 - Created and managed training documentation for large-scale IT projects, ensuring content accuracy and user comprehension.
 - Developed compliance-related content for HIPAA and disaster recovery initiatives, improving regulatory adherence and process efficiency.
 - Collaborated with cross-functional teams to ensure content aligned with organizational goals and compliance standards.
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Education

Master of Business Administration

Texas Woman's University | 2014 | GPA: 3.75

Certifications & Training

Certified Content Writer (AWAI)

- Content Specialist
- SEO Copywriting
- UX Copywriting
- Sales Enablement Copywriting
- B2B Copywriting

Licenses

- Licensed Realtor® (Texas)