SCOTT MCDOUGALL

COMMUNICATIONS / ENGAGEMENT

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PROFESSIONAL PROFILE

Communications and digital marketing professional with over three years' experience in an international energy technology consultancy. Skilled in translating leadership priorities and complex technical information into clear, engaging communications for globally distributed teams, while supporting employee engagement, brand development and digital channels.

CAREER HEADLINES

CONNECTING STRATEGY WITH PEOPLE Supporting leadership communications that make business priorities understandable to teams across international operations.

INTERNATIONAL DELIVERY Two-month assignment in Australia supporting the rollout of Elite Energy's corporate rebrand.

3× LINKEDIN ENGAGEMENT Tripled corporate LinkedIn engagement in under 12 months; grew the audience to more than 2,000 followers.

COMPANY-WIDE REBRAND Coordinated new brand identity, guidelines and website delivery with leadership and external design partners.

PROFESSIONAL EXPERIENCE

Digital Marketing & Communications Analyst | Elite Energy | Jul 2024–Present

CONNECTING LEADERSHIP STRATEGY WITH GLOBAL TEAMS

- Develop and support clear employee communications that translate leadership direction, company developments and business priorities into messages relevant to different teams.
- Support town halls, internal announcements and employee engagement activities, including staff feedback and surveys.
- Adapt copy and messaging for geographically dispersed, cross-functional audiences, making technical and commercial topics accessible.

CORPORATE STORYTELLING & BRAND CHANGE

- Led delivery of the company-wide rebrand, coordinating senior stakeholders, external agencies, new brand guidelines and the refreshed corporate website.
- Spent two months in Australia supporting the international brand rollout and stakeholder coordination.
- Created reusable branded templates to improve consistency and speed of content production.

SCOTT MCDOUGALL / EXPERIENCE & CAPABILITIES

Digital Marketing & Communications Analyst | Elite Energy | Jul 2024–Present

DIGITAL CHANNELS & MEASURABLE ENGAGEMENT

- Turned an underused corporate LinkedIn page into an active channel, tripling engagement in under a year and growing its audience beyond 2,000 followers.
- Coordinated website content and messaging to communicate the company's technical expertise and solutions to external audiences.
- Produced monthly LinkedIn and Google Analytics reports to inform content planning and leadership discussions.

Marketing Intern | Elite Energy | May 2023–Apr 2024

- Created and scheduled digital content, researched audiences and industry trends, and supported SEO and website communications.
- Monitored social engagement and prepared analytics reports; collaborated with colleagues to align content with marketing priorities.

Sales Assistant | Next | Sep 2019–Jul 2024

- Provided responsive customer service in a high-volume retail environment and resolved customer enquiries.
- Helped onboard and mentor new colleagues.

Ticketing & Customer Relations Assistant | Heart of Midlothian FC | Aug 2019–Mar 2020

- Handled ticket sales and supporter enquiries, building positive relationships in a busy match-day environment.

CORE CAPABILITIES

INTERNAL COMMUNICATIONS • Executive messaging • Employee engagement • Town halls • Audience-led copywriting

BRAND & DIGITAL • Corporate storytelling • Website content • SEO • LinkedIn • Canva

INSIGHT & DELIVERY • Google Analytics • LinkedIn Analytics • Stakeholder coordination • International collaboration

TOOLS • Microsoft 365 • ChatGPT • Claude • Perplexity

EDUCATION

BA (Hons) Mass Communications, Public Relations & Advertising | Edinburgh Napier University | 2024

Upper Second-Class Honours (2:1). Year-long industry placement; live client briefs in communications and campaign development. Dissertation: Cause-Integrated Advertising.

Scottish Highers | Firrhill High School | 2020

English, History, Physical Education, Media Studies and Modern Studies.

PORTFOLIO **Available on request**