



PROFILE

Scott Zinn joined Triangle in 2018 and will be integral to the development and implementation of Triangle's identity, partner acquisition and development, and marketing strategy. He is dedicated to leading Triangle's marketing efforts to strengthen and establish more lasting relationships. He has a strong desire to develop clarity and efficiency in a diverse workplace and community. He is enthusiastic about building and maintaining meaningful relationships that promote trust and opportunity for communities to meaningfully engage. Scott's marketing insights and his commitment to building lasting win-win relationships are a huge asset to the team.

EXPERTISE

- Strategic Marketing
 - Brand Development & Management
 - Content Development
 - Communication Planning
 - Social Media Campaigns
 - Community Outreach
 - Web Development/Design
 - Professional Leadership
 - Graphic Development
 - Project Management
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TRAINING & CERTIFICATIONS

- Google Adwords, 2016
 - Certificate in Diversity; *Navigating Differences*, 2017
 - A.A. Web & Print Design, 2007
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CONTACT



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SCOTT'S IMPACT EXPERIENCE

Marketing & Communications Manager, 2018-Ongoing:

- Assesses and develops strategic goals in relation to identity, partner building, and communications.
 - Advises and provides input on marketing strategy and execution, marketing and business development training, brand strategy.
 - Actively participates in solution-driven discussions to support practitioners in effective business development.
 - Develops and maintains a Triangle Communication plan aimed at delivering a policy-driven approach to providing stakeholders and other clients with clear, relevant information.
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SCOTT'S ADDITIONAL WORK EXPERIENCE

Small Business Community Impact Marketing | Co-Lead, Statewide Food Insecurity Initiative | Marketing Manager

Small Business Community Impact Marketing, Principle 2015-Ongoing:

Intentional marketing approaches applied to community engagement. Work with small/startup community businesses, leaders, and members who have an interest in more intentional, community-focused marketing. Develop marketing approaches with a sociologic focus.

- Assesses and develops human-impact goals in relation to identity, partner building, and communications.
 - Advises and provides input on marketing strategy and execution, marketing and business development training, brand strategy as it relates specifically to improving basic human living.
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Co-Lead, Statewide Initiative, WSU 2015-2018:

Researched, developed, and led statewide Marketing & Communications initiative aimed at connecting targeted, food-insecure populations with resources and education regarding obesity prevention and healthy eating.

Marketing Manager, Zaycon Fresh 2012-2015:

Farm-to-table logistics and distribution. Innovative business model allowing consumers to cost share bulk foods purchased directly from small farms. Using a unique social media engagement process, I worked on leading the customer engagement efforts towards exponential growth in less than a year.