

A. SCOTT DUNCAN

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SKILLS:

Marketing and Communications

- Developed the strategic marketing plan for the brands Doudi, Pawak, Planète Faune and JeuJou.
- Managed marketing budgets and created communications tools with external agencies.
- Defined and executed an international communications strategy for Delta Air Lines' 10,000 pilots.
- Worked with major media organizations like the Wall Street Journal and CNN on various aviation issues.
- Performed environmental and competitors analysis for the aviation, higher education, toy and European children industries.
- Outlined, edited and drafted publications concerning safety and current events in aviation.
- Created online marketing campaigns for various public and e-commerce websites, including *Marketplace*, a strategic business game, and PEMBA (Physician's Executive Master of Business Administration) program.
- Coordinated public relations with American-related interests in Lyon (American Consulate, American Club, etc.) for a Franco-American business school.

Business and Project Management

- Devised the business plan for an e-commerce platform (technological and competitor analysis, benchmarking and financing) dealing with European children's recreational activities.
- Developed the strategy to move online services from the Minitel to the Internet
- Supervised employees and volunteers in implementing various communications and technological projects.
- Project manager for SIFE (Students in Free Enterprise), an international organization based in 37 countries.
- Coordinated fundraising events sponsored by major corporations that raised a total over \$50,000.
- Directed and oversaw all administrative and scholastic aspects of a private business school, including the management of a 30-person staff in daily activities, 5 partner universities and long-term strategic planning.
- Managed the accreditation process for ETCS (European Transfer Credit System).

Information Technology

- Built and maintained all graphical, structural and editorial components of various websites for educational, nonprofit and private organizations.
- Designed and created project databases for toy and aviation associations.
- Produced, edited and distributed informational CD-ROMS and videos.
- Hardware installation and network management for university departments.

Training

- Taught various courses in Strategic Management, Economics, Research Management and Computer Science to university students from 27 different nationalities.
- Instructed sales personnel on the use of various marketing tools.
- Educated pilots and volunteers on different media techniques.

Language

- English (maternal language)
- French (speak, read, and write)

PROFESSIONAL EXPERIENCE:

2007 – Present General Director, *Culture Calling*, Lyon, France
2005-2006 Director, *Groupe IGS; Ecole Supérieure de Commerce et Management*, Lyon, France
2002-2005 Marketing & Communications Manager, *Harmony Jouets*, St Pal de Mons, France.
2002-2004 Professor, *Groupe IGS; Ecole Supérieure de Commerce et Management*, Lyon, France
2000-2002 Project Manager, *Informail Technologies*, Paris, France
1998-2000 Communications Manager, *Air Line Pilots Association, International (ALPA)* Atlanta, Ga., USA
1996-1998 Marketing Specialist, *The University of Tennessee*, Knoxville, Tenn., USA
1995-1996 Marketing Program Coordinator, *Muscular Dystrophy Association, Inc.*, Raleigh, N.C., USA

EDUCATION:

Université du Québec à Montréal

Master of Business Administration, Marketing, 2003

Université Paris Dauphine

D.E.S.S, International Management (mention bien), 2003

Master of Business Administration, International Management, 2003

University of Tennessee, Knoxville

Master of Science, Communications/Public Relations, 1998

University of North Carolina at Wilmington

Bachelor of Arts, Communications, 1993

SKILLS:

Operating Systems: Windows NT/95/98/2000/XP & Macintosh

Software: Microsoft Office, Microsoft Project, Dev2Go, FrontPage, PhotoShop, Illustrator, Flash, Dreamweaver, ColdFusion, Fireworks, Director, Acrobat, CorelDraw, Corel Ventura, Visual InterDev, WordPerfect, PageMaker, HTML, XML, JavaScript, SPSS, Premiere, SoundEdit 16, Sound Forge, QuarkExpress, RealEncoder, WebTrends, SQL Server

Databases: Infotrac, LEXIS/NEXIS, DIALOG, DataStar, Dow Jones

ACTIVITIES:

American Club of Lyon (since 2002)

MJC Monplaisir Basketball Team (2003)

Public Relations Society of America, Georgia Chapter (1998-2000)

Knoxville Museum of Art's Alive After Five (1998)

- Assisted in streaming live concerts over the Web

Public Relations Student Society of America (1996-1998)

- Treasurer

Graduate Student Association (1996-1997)

- College of Communications Representative

- Graduate Advisee to the Library Council

The Advertising Club (1996-1998)

- Graduate Student Representative

HONORS:

Public Relations Graduate Assistantship Award (1997)

Sigma Alpha Epsilon's Highest Brother GPA (1993)

UNCW Dean's List (1992-1993)

References available upon request