

Scott Gordon  
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Dynamic sales and marketing professional with extensive experience in client acquisition, business development, and creative design. Skilled in managing full-cycle sales processes, building strong client relationships, developing social media campaigns, and delivering measurable results in competitive markets. Specializing in creative graphic design and advertising campaigns, utilizing AI tools for efficiency.

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### **Project Manager / Web & Graphic Design / Field Work**

#### **Kite For Water – 501c3 – San Francisco, CA**

**July 2015 – August 2018**

**(turned control over the Jeff Kafka of Wind Over Water + WSL)**

Managed strategic planning and execution for humanitarian projects across South Asia, Central America, PR, Fiji.

Led field operations in Puerto Rico post-Hurricane Maria, training locals in HFM water filter distribution and providing essential supplies

Directed marketing campaigns, Advertising, social media strategy, and graphic design to raise awareness and drive support.

Collaborated with professional athletes, NGOs, and silicon valley businesses to expand organizational reach and impact.

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### **Instructor/ Marketing/ Website Design**

#### **SGK Adventure Kiteboarding LLC – San Francisco, CA**

**April 2013 – SOLD in November 2018**

Built a top-rated kiteboarding school by developing a strong online presence. SEO work achieving top 5 Google rank within six months of launch. 5 star customer service still visible on Yelp.

Designed cost-effective websites, marketing campaigns, and advertising materials, working closely with local and national partners to expand our reach.

Managed customer service and operational excellence, earning consistent positive client reviews.

Established strategic partnerships to support humanitarian initiatives, such as Kite For Water.

**Domaine Serene, Dundee, OR**  
*Wine Club Sales (Aug '22 – Dec '24)*

My role was having fun with guests in the Clubhouse, selling wine to new customers and members, educating them on different membership options and upgrades. Then the close, signing up new members and upgrading existing members.

Compensation was mostly commission-based, which required a strong focus on performance.

Upscale environment as well as fast paced, some guests and club members were there to relax and have fun, while others wanted a fine dining experience.  
Our team had to work together, adjusting to the flow of business and each section.

**Marketing/ Advertising/ Design/ Sales**

**Huluhulu Hot LLC – Maui / Oregon**  
**October 2020 – Present**

Increased sales through direct-to-consumer outreach and partnerships with markets and grocery stores. Designed and developed the company website and all marketing collateral.  
Focused on customer satisfaction, achieving excellent Etsy reviews for handcrafted sauces.

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**Freelance work**

**Sales and Marketing Strategist / Website+Design Development / Project Management**  
**BooDesignz.com**

Creative graphic design enhanced with AI tools. Advertising and marketing with powerful messaging and unique offers. Utilizing AI tools for reducing costs, as productivity has increased at least 10x compared to years past.

Consulting on optimizing CRM processes with integrated apps to streamline client management, improve efficiency, and drive business growth

Designing websites with a focus on driving traffic and conversion. Consulting on advanced AI-driven tools for 24/7 call handling, appointment booking, and lead qualification to enhance sales performance and customer engagement.

Customer engagement solutions for instant responses, lead prioritization, and personalized support across various platforms.

Developing and executing AI-based content strategies to create high-quality blogs, social media content, email campaigns, and product descriptions, increasing brand visibility.