

# Scott Huntsman

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## EXPERIENCE

### **BYD North America, Los Angeles** – *Proposal Consultant*

FEBRUARY 2021 – JUNE 2022

- BYD seeks to sell electric buses to municipalities across the United States, but all of their copy was translated from Chinese.
- Overhauled all the standard boilerplate RFP response text for the company.
- Edited all internal English communication for English-speaking employees.
- Remains on-call for periodic textual polishing and procurement consultation.

### **InfiniteAloe, Los Angeles** – *Online Marketing / Social Media Manager*

JUNE 2019 – FEBRUARY 2021

- Managed website, social media, emails for a mid-sized cosmetics brand based in Los Angeles.
- Built the brand a Twitter account with 66K followers.
- Authored weekly emails and arranged specials and packages to promote website sales.
- Managed much of the backend of the website.

### **Norton Medical Industries, Los Angeles** – *Proposal Writer*

FEBRUARY 2015 – FEBRUARY 2019

- Single-handedly sought out state and local solicitation documents (RFP, RFQ, RFI, etc.), authored, printed, and mailed binders on behalf of an internist/pathologist acting as a medical review officer for federally-mandated employment drug testing. Selling the service of federal compliance to state and local government agencies, wrote proposals resulting in big-dollar contracts with major clients including District of Columbia (Washington D.C.), the State of New Mexico, the City of El Paso, Kentucky Veterans Affairs and dozens of county entities and school districts located throughout the United States.
- Subcontracted medical providers on the ground in each geographic location to perform collection services as well as transportation of specimens to the contracted testing laboratory located in Minnesota (MedTox).
- Oversaw implementation of service on won contracts and effectively acted as project manager. Became the point person for contact with clients, who were governmental administrators and federal auditors. Personally enforced compliance of SpaceX in New Mexico, on behalf of the State.

## **China Pictorial Magazine et al, Beijing – Editorial Consultant**

AUGUST 2008 – 2015 in Beijing; 2015 – PRESENT remote

- Hired on-site in Beijing to edit and proofread all English copy appearing in *China Pictorial Magazine*, the longest continuously-running magazine in China, established in 1950. Mao got its first two covers.
- After leaving China, the magazine sought to hire an on-site replacement but was unsatisfied with all available talent, and instead opted to continue employing Mr. Huntsman remotely, which continues to this day.
- After going remote, new titles including *China Report ASEAN* and *China-India Dialogue* were added to workload. All the magazines are all under the umbrella of “China International Communications Group” (formerly China International Publishing Group), a state-run enterprise.
- Periodically offered various high-profile freelance projects such as editing the English version of speeches by Xi Jinping, editing entire books on China’s revolution, history, and culture, and many photography albums due to relations with employees of *China Pictorial*.
- Mr. Huntsman does not read Chinese at all. He receives English copy from translators in Beijing by email, but everything is translated from Chinese.

## **Movieguru.com, Speedytoys.com, Infinitealoe.com, Udacity (et al)**

– SEO/Marketing Writer, freelance JANUARY 2001 – MAY 2020

- Performed early pioneering work on SEO writing while managing the website movieguru.com, and eventually did SEO for many other websites.
- Managed website design and marketing for speedytoys.com for many years, and the high-earning website went defunct shortly after departure, with all pages redirecting to a competitor.
- Authored all of the marketing text for a billboard campaign for Udacity.com’s Nanodegree program.

## **Huntsman Legal Group, Denver – Legal Writer**

JANUARY 2005 – MAY 2008

- Wrote briefs for various motions and other filings for a tech-focused former HP endengineer intellectual property attorney.
- Cases included action against Dateline NBC over airing copyrighted material, defending Chinese manufacturers from U.S.-based patent matters, design patent rights involving garden ornaments, and many more.

## **EDUCATION**

### **B.A., Boise State University – Boise, Idaho – Playwriting**

Wrote, directed, and produced numerous award-winning efforts, including authoring a ten-minute play selected to be performed at the Kennedy Center.

## **SKILLS / INTERESTS**

- HTML, web design, databasing
- MS Office, Adobe Creative Suite
- Conversational Chinese and Spanish
- Los Angeles Dodgers, baseball history, statistic and analytics