

Nicole C. Scott

Creative Digital Strategist



nicolecscott.com

Successful senior-level account project specialist with almost two decades of professional experience in media production (print, video, and web), transmedia production, project management, online optimization, outbound and inbound marketing strategies, & social media management. Exceptional writing skills, and equally strong in both creative & analytical capacities.



OS Cross Platform Adaptive:
Mac, Windows, Linux, iOS, Android, & ARM

Expertise

Transmedia Production:

- Video Production & Editing (FCP, Premiere)
- Graphic & Web Design (Adobe CS)
- Website Migration & Production
- Web Development (Front End UI - Netbeans)
- HTML5/CSS3, CMS: Wordpress, Sitefinity, Wix, etc.

Strategy:

- Online Optimization (SEO & Site Audits)
- Adwords & Analytics Auditing & Reporting
- Social Media Buildout & Management
- Team Building & Project Management
- SaaS: Google Suite, Hootsuite, Buffer, Basecamp

Education

San Francisco State University:

BA - Cinema 2003
Golden Key International Honour Society

Diablo Valley College:

AA - Television Arts 1999
Alpha Gamma Sigma Honors

Extra

Availability: *Part -Time: Project Based, or Ongoing (Full-time negotiable)*

Work Method: *50-100% Remote Preferred, On-Site considered in SF Bay Area*

References: *Available upon Request*

Experience

● Independent Consultant Jan 2008 - Present

● ODR0ID Magazine Art Editor since 2014

● Gauger + Associates, San Francisco CA.....since 2013

Social Manager

- 12 Accounts
- 2 to 5 Platforms
- Performance driven with proven track record of positive results.

Web Developer

- thedunesonmontereybay.com
- totalhappinessnaturals.com
- simplyoneheartsmart.com
- briolovesyouback.com
- espetus.com
- golbon.com
- sfmcd.org

Adwords Manager

- Creation and management of 6 different ad accounts
- A/B split campaigns in multiple ad groups
- Quarterly analysis & reporting

● Law Offices of Seth P. Chazin, Berkeley CA.....since 2013

Web & Social Media Manager, Facebook & Adwords Advertising

● Bo Boudart Productions , Menlo Park CAsince 2012

Web Developer/Manager & Social Media Manager, for multiple feature documentaries, newsletters, Crowd-Sourced Fundraising,, Team Building, & Online Advertising

Past clients including, but not limited to: Belding Agency, 22FillmoreMovie, Kanbar Entertainment, PanArts, Zinc Films, New Doc Films, Starship, Preppings, & Univfy

● Post-Production Studio Manager Jan 2009 - Dec 2012

Coordinator for ADR, Foley, Sound Design, & 5.1 Mixing on Television, Gaming, Commercials, Corporate, and Features such as: *Arbitrage, The Company You Keep, Mavericks, Bunraku*
Office Management, Full Charge Bookkeeping, Social & Web

Consolidated History

1996 - 2009

Bookkeeper Westernized | Media Producer Soundwave Studios | B2B Coordinator VF Corporation | Web Producer Motorola | Grants Coordinator Film Arts Foundation | Studio Assistant Jumpship Studios | Operations Manager Assistant KTVU Fox Channel 2