

# Nicole C. Scott

Senior-level Creative Digital Strategist, Webmaster, Social Media & Marketing Manager, and Media Producer, with over two decades of work experience

## EXPERIENCE

### Nicole C. Scott & Associates

#### Remote — Creative Digital Strategist

January 2008 - PRESENT

Provide a full suite of creative digital strategy services to clients from nonprofits and small businesses to nationally recognized brands with agencies. Clients: [Kontent Films](#), [Bray's Run Productions](#), [Gauger + Associates](#), [FOR-SITE Foundation](#), [Remedy Editorial](#), [American Resilience Project](#), [Bo Boudart Productions](#), [Odroid Magazine](#), [Berkeley Sound Artists](#) & [IMRSV Sound](#), [Mirthquake Foundation](#), and [Follow Your Dream Foundation](#).

#### Key Accomplishments:

- Website Producer: [Embersongs](#), [Sauna Channel](#), [Bray's Run Productions](#), [Mirthquake](#), [Museum of Craft and Design](#), SimplyOne Heart Smart, Total Happiness Naturals.
- SEO improved Cade Martin's [OverWar](#) traffic by 9,584%
- Produced successful Adwords campaigns for Fortune 500 companies such as Shea Homes & Toll Brothers' [Baker Ranch](#) (Sold Out), and [Essex Properties](#)' 500 Folsom.
- Digital marketing campaigns for Sauna Channel, Soho Floridis International's Calorease, SimpleNutrition's SimplyOne Heart Smart, & Blue Isle launches
- Grew Truwhip's Facebook page by over 1,000% within 1 year
- Project management, social media management, and marketing on film projects with The American Resilience Project, Kontent Films, Bray's Run Productions, Bo Boudart Productions, FOR-SITE Foundation, and Follow Your Dream Foundation.

### Outpost Studios, Inc.,

#### San Francisco — Studio Manager

January 2009 - December 2012

Executive Assistant to the CEO, manage studio including post-production audio logistics & coordination for feature films such as Chasing Mavericks, The Company You Keep, Arbitrage, Bunraku, and Chloe, games with Sony, Y2K, and Activision, and TV Shows Boss, America Revealed, and Outrageous Food. Communications, graphic & web design/programming, full-charge bookkeeping, human resources, and event planning.

**Additional work experience:** Full-Charge Bookkeeper at Westernized, Media Producer, Webmaster, Videographer, Editor, and Social Media Manager at Soundwave Studios, Web Designer at AT&T, Production Assistant for independent films, Operations Manager Assistant at KTVU Fox Channel 2, Grants Coordinator at Film Arts Foundation, B2B Coordinator at VF Corporation, Executive Assistant III at Samuel Merritt College School of Nursing.

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## EDUCATION

### San Francisco State University, BA — Cinema 2003

Graduated with honors. Permanent member of the International Golden Key Honor Society. The film screened at Yerba Buena Center for the Arts

### Diablo Valley College, AA — Liberal Arts / Television Arts 1999

Graduated with honors. Permanent member of Alpha Gamma Sigma.

## SKILLS

**Graphic/Web Design/Programming, Multimedia Production & Online Publishing:** *Photoshop, Illustrator, InDesign, Premiere Pro, WordPress, Wix, Squarespace, Mailchimp, blogging, copywriting, copy editing, editorial.*

**Search Engine Optimization SEO:** *Search Console, Tag Manager, SEO Site Checkup, keywords, White-hat strategies.*

**Adwords Marketing SEM:** *Adwords MMC, Successful Adwords campaigns for real estate, entertainment, food & beverage, lifestyle, non-profit, & legal verticals.*

**Project Management & Inbound Marketing Strategy:** *Project planning, Google Workspace, Google Drive, Basecamp 2 & 3, Asana, Trello, Airtable, Miro, Whiteboard, Slack, WhatsApp, Microsoft Office, & Mailchimp.*

**Social Media Director:** *Buildout, optimization, content curation, scheduling, and marketing on Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, Vimeo, Pinterest social media channels (SMM & SMO), using Buffer, Planable.io, Hootsuite, Tailwind, Later, etc.*

### Analytics & Reporting

*CRMs, Google Analytics, social media & newsletter metrics, Produce Google Sheets, Slides & PowerPoint reports to highlight KPI's.*

## ACCOMPLISHMENTS

**Impact Producer/ Strategist for Award Winning Documentaries**  
*PASANG: In the Shadow of Everest, Ai Weiwei: Yours Truly, Not Without Us, Farm Free or Die, Current Revolution, Trapped, A Concerned Citizen, Walking in Two Worlds. Successfully produced 4 Indiegogo Campaigns for 3 different filmmakers, each receiving over 30K in contributions Raising over 120K (ie: Paying the Price for Peace, American Visionary, & Robert Bly: News of the Universe).*