

## PROFESSIONAL SUMMARY

*Vision-driven change agent with career-long record of brand development, creative campaign production, and management success for leading organizations*

Creative, people-oriented multimedia storyteller with the education and work experiences to produce aesthetic deliverables based on target audience analytics and marketing strategies and objectives. Possesses a solid foundation in content development, production, and design from ten years of managing a privately-held, self-founded creative studio. Outstanding communicator able to work with a range of clients to deliver consistent, unique branding across platforms and artistic forms.

### CORE COMPETENCIES

- Marketing
- Video Production
- Adobe Creative Suite
- Brand Development
- Photography
- Web Programming & Design
- Digital Advertising
- Social Media
- Motion Graphics

## PROFESSIONAL EXPERIENCE

TYLER SCOTT PHOTOGRAPHY, EVERYWHERE, 2010 TO PRESENT

### **OWNER & FOUNDER**

- Oversee all aspects of operations including marketing, consultation, and creative projects.
- Direct a diverse range of projects ranging in mediums including commercial and promotional filmmaking, live event production, music videos, cinematography, photography, graphic design, web design, motion graphics, audio and video production, and more.
- Collaborate with other local filmmakers, churches, and independent artists to revamp web designs and establish clear branding using clean, recognizable graphics.
- Liaise with highly sought after clients including the NFL, Dollar General, Sony Music, Make-A-Wish Foundation, Taco Bell, the Cleveland Indians, Macy's, Stanley Steemer, Kelton Global, Passion City Church, Long Hollow Baptist Church, Passion Conferences, Salt Conference, David Crowder Band, Matt Maher, Audrey Assad, Cedarville University, Belmont University, and many others, producing, on average, two projects per month.

CLEVELAND INSTITUTE OF MUSIC, CLEVELAND, OH, 2019 TO PRESENT

### **VIDEO PRODUCER**

- Orchestrate every aspect of projects from idea to finished product including marketing videos, student testimonials, social media content, and concert recordings and live-streams.
- Generate ideas for, produce, direct, and edit 2 to 4 videos per week, and serve as primary point of contact for all video production needs within the school.
- Devise supporting motion graphics, graphic design including logos and posters, and coordinate photography and pristine audio capture.
- Hire, instruct, and supervise independent contractors in creative roles including video production and video editing, and mentor students in basic audio and video techniques.
- Conduct multi-camera live-streamed events including orchestra concerts, global audition training, board and staff meetings, concerts by guest artists, and others.

PRIORAUTHNOW, COLUMBUS, OH, 2017 TO 2018

### **MULTIMEDIA DIRECTOR**

- Executed all aspects of firm's digital presence including UI/UX research and design, wireframing and prototyping, as well as photography for the website and web design and management through Wordpress.
- Headed exhaustive branding initiative through the creation of coordinated social media content, animation for demos, presentations, customer communications, and video production for internal events.
- Motivated and recruited a team of five independent contractors tasked with marketing strategy, researching case studies, customer testimonials, and implementing creative direction in line with established branding.

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VINEYARD COLUMBUS, COLUMBUS, OH, 2015 TO 2016

**MULTIMEDIA SPECIALIST**

- Formulated two videos per week, designed to accompany and enhance weekly services.
- Incorporated testimonials from church members, video announcements, event highlight reels, sermon series bumpers, as well as promotional videos and motion graphics for missions trips, and special ministry events.
- Created specialized content for use in-service on high attendance, large-scale production weekends including Easter and Christmas.
- Supported creative service and social media planning, initiated graphic design for web and print, event capture through photography and video, staff portraits, and photography for printed promotions.
- Utilized Ekklesia360 for website management, and assessed copywriting for promotional content.

IDENTITY VISUALS, NASHVILLE, TN, 2013 TO 2014

**MULTIMEDIA DESIGNER**

- Served as the primary graphic and video content designer for several churches with whom Identity Visuals was a subcontractor.
- Streamlined the direction, shooting, editing, color-correction, audio mixing, sound design, and final stages of various projects including simple testimonial videos, commercial business films, marketing videos, narrative and cinematic shorts, and music projects.
- Partnered with ten clients included Long Hollow Baptist Church, Cross Point Church, Brentwood Baptist Church, Hershey Free Church, BlueCross BlueShield Tennessee, OnLife Health, and Gannett.

LONG HOLLOW BAPTIST CHURCH, HENDERSONVILLE, TN, 2011 TO 2013

**VIDEO SPECIALIST**

- Designed supplementary video content to be incorporated into services, singlehandedly overseeing two or more videos per week.
- Coordinated with Church leadership to create promotional videos and graphics for missions trips, special events, and other community services, as well as cap highlight videos, testimonials of church members, sermon series publicity, and other content for major holidays such as Christmas and Easter.
- Produced live services as camera operator, background graphics operator, video engineer, and front of house engineer.

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**EDUCATION AND CREDENTIALS**

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STUDIED DIGITAL MEDIA, CONCENTRATION IN VIDEO PRODUCTION, MINOR IN THEATRE, 2011

*Cedarville University, Cedarville, OH*

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**ADDITIONAL INFORMATION**

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**Languages:** English, HTML, CSS

**Technical Proficiencies:** Adobe Creative Suite: Premiere Pro, After Effects, Photoshop, Illustrator, XD, Lightroom, Audition, DaVinci Resolve, Sketch, Frankwenware, Avid ProTools, Logic Pro X, Microsoft Office, Apple iWork, Wordpress

**Website:** [www.tylerscott.rocks](http://www.tylerscott.rocks)