

PROFESSIONAL SUMMARY

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

A resourceful, creative individual with a deep love for telling stories across multiple mediums and an innate curiosity for the undiscovered. Thrives on generating results, building relationships, digging into projects, and moving things forward. Able to work with a range of clients to deliver consistent, unique brand experiences across platforms and artistic forms.

- | CORE COMPETENCIES | | |
|---------------------|----------------------------|-------------------|
| • Marketing | • Adobe Creative Suite | • Graphic Design |
| • Video Production | • Photography | • Social Media |
| • Brand Development | • Web Programming & Design | • Motion Graphics |

PROFESSIONAL EXPERIENCE

TYLER SCOTT PHOTOGRAPHY, EVERYWHERE, 2010 TO PRESENT

OWNER & CREATIVE DIRECTOR

- 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 (nominated for an Emmy® Award for Outstanding Long Feature, 2022), Sony Music, Make-A-Wish Foundation, Taco Bell, the Cleveland Guardians, Macy's, Stanley Steemer, Dollar General, Kelton Global, 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.

PRIORAUTHNOW, COLUMBUS, OH, 2017 TO 2018

MULTIMEDIA DIRECTOR

- Optimized and evolved the PriorAuthNow brand in alignment with the company's vision, mission, and capabilities and expanded customer sets, including industry, internal, and prospective employee audiences.
- 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 and external events.
- Worked cross-functionally to ensure brand integrity and habituated new brand elements as they evolved.
- Collaborated with creative, content, internal communications, and external communications to develop and implement brand and thought leadership strategies.
- 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.

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.

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.

EDUCATION AND CREDENTIALS

STUDIED DIGITAL MEDIA COMMUNICATIONS, CONCENTRATION IN VIDEO PRODUCTION, MINOR IN THEATRE, 2008 TO 2011

Cedarville University, Cedarville, OH

ADDITIONAL INFORMATION

Languages: English, HTML, CSS

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

VOLUNTEERISM AND HOBBIES

Volunteerism: Marion Correctional Institution, Northeast Reintegration Center, Celebrate Recovery, Mid-Ohio Foodbank, Vineyard Columbus 5th Ave Food Pantry

Hobbies: Cycling, Rock Climbing, Playing Music, Landscape Photography, Travel, Reading, Cooking