

SCOTT BECK

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Oldsmar, FL 34677



EXPERIENCE

MATHESON

Creative Content Strategist
Marketing Coordinator

August 2023 - Current
January 2022 - July 2023

- Traveled to various company locations to film and produce high-quality videos for marketing and recruiting campaigns.
- Edited and enhanced internal and external facing videos, including those utilized by the CEO and by the holding company in Japan.
- Developed and executed comprehensive social media content strategies, including creating engaging graphics and videos.
- Collaborated with cross-functional teams to ensure brand consistency and alignment in marketing materials.

Freelance Designer

Current

- **Tampa Courtesy Hyundai:** Wrote, filmed, and edited multiple advertisements and social media promotional videos.
- **Solution Net Systems:** Redesigned and rebuilt current website to be user-friendly and modern.
- **Chick-fil-A Franchises:** Created recruiting websites and hiring materials for multiple individual locations nationwide.

Grace Family Church

Video Producer & Web Developer

February 2021 - November 2021

- Worked alongside team leaders to film, edit and deliver on-brand videos, website and social media content for six campus locations.

Countryside Christian Center

Communications Director

August 2016 - February 2021

Video, Web, Graphic Designer

April 2013 - August 2016

Video Editor & Graphic Designer

March 2012 - April 2013

- Directed a team of external graphic designers for digital and print projects.
- Collaborated with team leaders to develop on-brand graphics, videos and online content.
- Assembled, led and trained a volunteer team of live production videographers.
- Designed weekly and seasonal printed content for use during each weekend service.
- Developed and built the main website and multiple sub-websites.
- Oversaw Facebook, Instagram, and YouTube social media accounts and ad campaigns.

SUMMARY

Creative designer and problem solver with over 14 years of experience creating and crafting digital video productions and experiences. Able to handle multiple projects simultaneously while providing the highest quality possible. Deep knowledge and technical skill in editing videos, photos, motion graphics, and website design.

SKILLS

Disciplines

- Design
- Video Production
- Marketing
- Project Management
- Content Creator

Technical Abilities

- Adobe Creative Suite
- Final Cut Pro
- Cinematography
- Live Video Production
- HTML, CSS, Wordpress & PHP
- Figma
- Google Ads & Analytics
- Facebook Ad Manager
- Mailchimp
- Microsoft Office

EDUCATION

Bachelor of Science: Information Architecture

University of South Florida | 2015

Associate of Science: Digital Media

St. Petersburg College | 2013

MORE

Awards

Boy Scouts of America Eagle Scout

Certifications

Adobe Photoshop