

AMBER SCOTT

660 2nd St., Apt. C, Hermosa Beach, CA • 859.333.1857 • amberscott@gmail.com • www.amber-scott.com

Award-winning strategic marketer with more than 15 years experience in management, public relations, social networking, graphic design, and content creation interested in applying extensive creative skill set in an inspiring and challenging environment.

QUALIFICATIONS

- 7+ years experience developing and executing strategic multi-level marketing campaigns that include direct mail, public relations, special events, guerilla tactics, community outreach, social networking, and advertising.
- 10+ years experience in producing content for print, broadcast and the web, including press releases, institutional letters and presentations, informational brochures, multi-media articles, email newsletters, blog posts, and video shorts.
- Expert community management and social networking skills; able to engage audiences across multiple platforms including Facebook, Google+, Pinterest, Instagram, YouTube, Flickr, and Twitter with tone-appropriate content. Proficient with Weebly, WordPress, Blogger, and Ning.
- Extensive experience managing editorial and marketing staff, recruiting and retaining freelance contributors and supervising production crews.
- Composed and effective in high-pressure situations; able to build relationships with a range of audiences, both online and in person.
- Graphics experience includes digital and film photography, print design, and web design.
- Knowledge of numerous computer programs including Illustrator, InDesign, Photoshop, Quark, Word, Excel, Keynote, Powerpoint; able to work in PC and Mac environments.
- Highly organized and respectful of deadlines; able to complete tasks in a timely manner and meet or exceed goals and objectives.

EMPLOYMENT

Marketing Director, Lexington Art League, Lexington, KY

July 2009-February 2011, March 2012-Present

Develop and execute multi-media marketing plan for central Kentucky's oldest and largest non-profit visual arts organization with support from marketing coordinator and freelance team.

- manage institutional branding and messaging across traditional and new media outlets
- design multi-level marketing campaigns, draft division budgets, plan media purchases, and serve as press liaison and community representative
- produce and promote special events for fundraising and outreach

New Media Marketing Consultant, Smashbox Cosmetics, Culver City, CA

December 2007-February 2012

Create and implement social networking outreach strategy for leading cosmetics company using Facebook, YouTube, and Wordpress.

- manage social network profiles and coordinate messaging and microblogging with marketing department
- build brand awareness and deepen brand loyalty through direct, personal contact with consumers
- recruit beauty bloggers as brand ambassadors to extend marketing reach

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New Media Content Producer, The Zizo Group, Inc., Santa Monica, CA

August 2006-April 2009

Produce award-winning content for distribution through Capessa.com, Yahoo! Health, Yahoo! Shine on behalf of Procter & Gamble

- develop branded content concepts and complementing marketing strategies to pitch to leading packaged goods companies
- manage and engage online community, recruit bloggers and content contributors, and implement editorial procedures and processes
- oversee website design, including wireframes, user experience, page layout, and typography, and execute email newsletter campaigns

Editor-in-Chief and Co-Publisher, Nougat Magazine, Lexington, KY

March 2003-June 2006

Launch and grow a monthly arts magazine covering alternative culture, visual arts, theatre, literature, film, dance, music, lifestyles, food and politics.

- conceive, manage, and execute all editorial, sales and marketing initiatives
- orchestrate more than 30 community-based, regional and national contributors every month
- set and meet sales goals, collect on past due accounts and foster excellent customer relationships

Managing Editor, Smiley Pete Publishing, Lexington, KY

May 1999-February 2003

Institute and execute editorial content strategy for two community-focused monthly magazines.

- develop thematic issues and create contextually relevant social events to increase stakeholder engagement
- research, organize and write in-depth features and traditional news stories for an affluent, educated audience and coordinate more than 50 regular contributors
- generate creative ad campaigns for clients and produce print advertisements

EDUCATION

B.A. Journalism, University of Kentucky, Lexington, KY

January 1998-May 2000

- Graduated Magna Cum Laude
- Degree earned with emphasis on photography; completed 21 hours coursework in photographic study, including photojournalism.

MAJOR ACCOMPLISHMENTS

- Winner, Silver ADDY Award, for integrated campaign *American Founders Bank Woodland Art Fair*, 2012
- Winner, Bronze ADDY Award, for mixed media advertising campaign *Passing: Fashioning Drag*, 2011
- Winner, Telly Awards, for documentary series *A Parent Is Born*, created for Pampers, 2009
- Grand Prize Winner, No Nonsense Between Friends Video Contest, January 2009
- Presenter, Video Blogging, BlogHer Conference, July 2008
- Presenter, Professional Social Networking, Babson College Center for Women's Leadership 10th Annual Women's Leadership Conference, November 2007