

PROFILE

Ambitious junior professional with versatile skills and relevant experience seeks a creative opportunity in advertising. Twenty-something creative designer / copywriter with a passion for great work. Creative and technically competent with graphics, editing and basic Web development. Interested in interactive strategies for new media and follows industry trends to ensure messages and audience engagement is relevant. Intuitively adapts to new technology and innovative processes. Readily identifies key elements and translates into relevant, effective advertising campaigns. Dynamic team player with focused written and verbal communication skills.

CORE STRENGTHS

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| <ul style="list-style-type: none"> • Web User Interface Design • Web Design: XHTML, Flash • Style Sheets, CSS • Basic JavaScript Integration • Web Multimedia Integration | <ul style="list-style-type: none"> • Print Layout and Design • Logo, Brochure, Magazine, Newsletter, Poster • Multimedia Content • Wordsmith / AP Style | <ul style="list-style-type: none"> • AD Concept and Positioning • Integrated Campaigns • Relationship Marketing • Vendor / Client Relations • Team and Project Leadership |
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EDUCATION

Batchelor of Arts in Advertising
 School of Journalism and Mass Communication
 TEXAS STATE UNIVERSITY - San Marcos, Texas

Studied Abroad (Summer 2008)
 Studied Spanish while living with host family
 ESCUELA DE AMORE - Manuel Antonio, Costa Rica

EXPERIENCE

JUST THE FACTS	THE WHOLE STORY
<p>While in School Texas State University</p>	<ul style="list-style-type: none"> • Creative Design /Copywriter internship at Steel Advertising and Interactive • Researched targeting strategies for advertising online, specifically behavior targeting and the future relationship between consumers and advertisers on the Internet. • Binge Drinking Campaign - Century Council • Survive College Campaign – Studentsknow.com (see online portfolio) • Advertising in New Media, Web Design and Social Media, Ad Concept Development, Broadcast, Print, Media Planning, Full Campaigns, AP Style Writing • Deans list – Fall 2008
<p>Creative Designer / Copywriter Intern Steel Advertising & Interactive, Inc. June, 2009-present</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Interactive content • Create website and print material, design user interface • Web design and development • Copywriting <p>How I added Value:</p> <ul style="list-style-type: none"> • Unpaid internship plus versatile skill sets put to work for a small agency
<p>Small Business Owner, Project Manager Cyrus Audio Video Inc. 2005-present</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Get the business • Create website and print material, design user interface • Conceptualize and communicate results to client • Qualify needs, communicate benefits, minimize churn • Manage projects and crisis, job-bidding process • Vendor and client relationships, • Source, price and research product • B2B partnerships <p>How I added Value:</p> <ul style="list-style-type: none"> • Minimized bottom line by maximizing productivity through use of versatile skill sets.

	<ul style="list-style-type: none"> • Lowered cost per lead by focusing on networking referrals and repeat business • Grew business opportunities by adding Commercial Audio/Video as a new market through strategically aligned partnerships with existing businesses in the industry. • 80% of new business from repeat customers • Responsible for over 200 projects with 100% customer satisfaction • Lowered customer acquisition cost while increasing lead-generation channels by providing free onsite consultations, which increased value and lead to more prospect customers becoming clients, and eventually referrals. <p><i>Notable Local Successes:</i> Brackenridge Hospital, Long Center and Radisson Hotel</p>
<p>Inside Sales Fastenal Company 2006-2007</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Manage inside sales operations and inventory logistics • Qualify needs, vendor and customer relations • Source and price products • Outside sales support and order fulfillment <p>How I added value:</p> <ul style="list-style-type: none"> • Effective organization and commutation skills allowed me to manage inside sales and inventory management simultaneously, lowering the company's bottom line. • Built trust with clients through accountability and on-time deliverables.
<p>Communication Consultant AT&T Wireless 2005-2006</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Qualifying needs, problem solving, commission sales, customer service, inventory and merchandising <p>How I added value:</p> <ul style="list-style-type: none"> • Built trust and teamwork with coworkers by sharing commission sales profits.
<p>Product Specialist Ultimate Electronics 2004-2005</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Conceptualize and communicate solutions, built estimates • Onsite survey, qualify needs, commission sales, customer service, merchandising • Certified technician, home theater equipment installation, troubleshooting <p>How I added value:</p> <ul style="list-style-type: none"> • Specializing in sales and installation, my team depended on me in clutch situations for help in the qualifying process. Built lasting client relationships.

MEMBERSHIPS

Business Networking International member of the Star chapter, Austin TX 2007- 2008
 Volunteer with Austin Partners of Education, tutor students & aid teachers at Reagan HS, 2009
 Environment Texas member and contributor, 2009

TECHNICAL EXPERIENCE

Software: Adobe Photoshop, Fireworks, Illustrator, InDesign, Dreamweaver, Macromedia Flash, Adobe Premier, iMovieHD, Final Cut Express, Aperture, Microsoft Office (Word, Excel, Power Point, Outlook)

PORTFOLIO

Online portfolio at www.scottmsoutherland.com