



SCOTT RICHARDSON

DIRECTOR | PRODUCER | EDITOR | CREATIVE

CONTACT

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EDUCATION

Master of Arts, Interactive Media
Elon University 2014

**Bachelor's Degree, Communications:
Media Arts & Entertainment**
Elon University 2013

RELEVANT SKILLS

Content marketing
Creative direction
Art direction
Technical direction
Narrative storytelling
Brand development
Writing
Video production
Video editing
Cinematography
Photography
Storyboarding
2D animation
Project management
Event management
Contextual thinking
Idea synthesis
Individualization

EXPERIENCE

Senior Editor | July 2016 - November 2019

Centerline Digital | Raleigh, NC

- Partnered with studio, client and art leads to concept, design and execute video projects
- Translated client business objectives into visually compelling brand stories
- Innovated within the bounds of client campaigns and brand guidelines to capture audience attention and consistently meet KPIs
- Collaborated across studio team comprised of editors, animators, illustrators, writers and directors
- Ensured consistency, brand relevance and quality of all deliverables throughout the creative process

Video Producer | October 2014 - May 2016

Centerfuge Media, Inc. | Raleigh, NC

- Created and developed multimedia content for customer stories, internal company announcement videos, external promotional social videos, product marketing videos, recruiting videos, corporate training and other enterprise-wide projects
- Scripted, storyboarded, budgeted, allocated resources, set deadlines and selected optimal forms of media for projects
- Planned and produced video shoots, including scouting and selecting locations; hiring and managing crew and talent and operating equipment

Production & Casting Assistant | Summer 2011 & Summer 2012

Conan | Burbank, CA

- Assisted casting director in auditioning, selecting and managing talent
- Oversaw production needs while on set, including organizing and choosing props; facilitating talent needs and coordinating pre and post-show deliverables