

Zach A. Scott

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Portfolio

Skills

Working Knowledge of MediaOS, Adobe Photoshop, Premier, Microsoft Office, and AP Style General understanding of CSS and HTML | Proficiency in multiple content management systems

Experience

WBBH/WZVN | Fort Myers, FL April 2024 - Present

Digital Content Producer

- Attracted over eight million page viewers in six months
- Managed both NBC2 and ABC7 websites to provide updated content
- Created fresh digital content for social media through SocialNewsDesk and MediaOS
- Monitored breaking news and developing weather systems for quick push alerts to app users
- Researched and developed story concepts for digital content publications
- Published multiple articles that received national recognition across all company news websites

WLWT Channel 5 | Cincinnati, OH June 2023 – March 2024

Digital Editor

- Researched and developed story concepts for digital content publications
- Updated website to cater audience's attention researched through data analytics
- Created digital content for scheduled social media posts through SocialNewsDesk and MediaOS
- Monitored breaking news and developing weather systems for quick push alerts to app users
- Published a variety of articles on the WLWT website

Dave Arbogast Buivck GMC | Troy, OH June 2023– May 2024

Marketing Director

- Crafted marketing material and content in consistent tone and brand voice
- Attracted target audience with polished, professional and engaging marketing materials
- Developed integrated product launch marketing plans for product lines across different industries
- Positioned brands to capture larger market share and increase penetration with creative approaches

Fort Myers Mighty Mussels | Fort Myers, FL February 2021 – June 2023

Broadcaster

- Used linguistic skills to engage with fans, providing a fun and energized broadcast experience
- Conducted various interviews with both the home and away teams
- Wrote post-game recaps to provide a detailed description of the game
- Created exceptional social media content, working closely with production staff to align with audience tastes
- Connected with audience members via official channels and social media platforms to explore topics and broaden public persona

Florida Gulf Coast University | Fort Myers, FL February 2020 – June 2023

Broadcaster

- Used linguistic skills to provide the audience an enjoyable viewing experience
- Conducted various interviews with both the home and away teams
- Assisted in the broadcasting of athletic events to ESPN+

Volunteer

JW Mitchell High School | Trinity, FL Nov. 2018-April 2019

- Assistant Baseball Coach

Florida Gulf Coast University | Fort Myers, FL Aug. 2019-Dec. 2022

- 200+ Volunteer service hours, community-based

Education

Florida Gulf Coast University, College of Arts and Sciences, Fort Myers, FL

Graduation: December 2022

- Bachelor of Arts in Media Communication
 - Magna Cum Laude