

## Scott Diamond

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### EDUCATIONAL BACKGROUND:

- *Bachelor's Degree*, SUNY Oswego: 2010-2012, Broadcasting and Mass Communication Studies
- *Associate's Degree*, Finger Lakes Community College: 2009-2010, Communication Studies

WEBSITE: [www.diamondscott.com](http://www.diamondscott.com)

### MEDIA & MARKETING EXPERIENCE:

KO Marketing Group, Spencerport, NY (August 2020 - present)  
*Digital Marketing Specialist and Agency Coordinator*

- Assist with building result and revenue-driven display ads and effective social media campaigns
- Create mass email campaigns for promotions/offers, service updates etc.
- Collect and analyze data to emulate market trends
- Content creation, photo and video editing
- Conduct meetings and prepare daily priority lists, weekly project status reports and project budgets
- Develop work schedules for various departments and regularly tracking and updating project statuses
- Communicate potential obstacles to management and recommend solutions
- Create timelines, instructions, and breakdowns for future projects

George W. Long Inc./Seabreeze Amusement Park, Irondequoit, NY (Jan 2019 - August 2020)  
*Marketing Manager*

- Utilized and implemented TV, Radio, Social, OTT, Digital, Print Marketing tactics and analysis
- Google Ads Certified. Website management/content creation and creative work for Social Media and Promotions
- Donations/Ticket trades coordinator
- On-site event coordinator (Food Truck Rodeo, Dance Days, Music in the Park Days)
- Sponsorship/Partnership management with vendors (Pepsi, Zweigles, Wise)

Newark Central School District, Newark, NY (Sept. 2015 - Dec 2018)  
*TV/Broadcast and Social Media Coordinator*

- Managed social media for District Office and 5 encompassing schools (Facebook, Twitter, website, LinkedIn)
- Photographed/recorded school events within community to promote positive district image
- Oversaw production of announcements and other live events run by students
- Set up, maintained and operated broadcast equipment for TV Production class
- Managed WNHS club, including ongoing live broadcasts, student and district media projects

WHEC-TV News 10 NBC, Rochester, NY (Dec. 2014 - Aug. 2015)  
*Photographer/Editor*

- Operated microwave/live truck safely and efficiently for quality and timely live hits
- Utilized camera and audio equipment, along with proficient editing in various environments, to deliver a quality product
- Assembled reporter/anchor packages and VOs/SOTs as a news team, using various editing software

### PROFICIENCIES:

- Adobe Creative Suite, Final Cut Pro, Microwave Live Truck, Avid, Avid NewsCutter, iMovie, Photoshop, Microsoft Office/Excel, Windows and Mac OS, Google Docs, Social Media platforms, Google Ads Certified, Squarespace, Wordpress