

Scott Moore

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PROFESSIONAL SUMMARY

Multi-faceted Graphic Designer and Digital Content Creator with 5+ years of experience building high-impact marketing campaigns for the automotive industry. Expert in translating brand strategy into compelling visuals, responsive websites, and engaging photo/video content. Leverages a full-stack creative skillset, from the Adobe Creative Suite and HTML/CSS to AI-driven automation, to accelerate project timelines and drive measurable brand growth.

SKILLS

- **Design & Creative:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Branding & Identity, Visual Communication, Photography & Videography, UI/UX Principles
- **Web & Technical:** HTML, CSS, Landing Page Development, Email Marketing Platforms, Pre-Press Production
- **Marketing & Strategy:** Social Media Marketing, Digital Advertising (Google Ads), Campaign Management, Project Management, Team Coordination
- **Photography:** Proficient in capturing professional headshots, live events (concerts, weddings), and landscapes, with work featured by WMUR New Hampshire. Experienced with both traditional and aerial/drone photography.
- **Video:** Skilled in filming and editing short-form content for a range of projects, including social media advertisements, online podcasts, and personal commissions using Adobe Premiere Pro.
- **AI & Automation:** Proficient in leveraging generative AI platforms (ChatGPT, Gemini) for strategic campaign ideation, accelerating email development through prompt-engineered code, and automating quality assurance for design and technical assets.

EXPERIENCE

Senior Graphic Designer / Web Developer, C-4 Analytics LLC, December 2020-Current
Wakefield, USA

- Spearheaded quarterly campaign designs for 100+ automotive clients across North America, developing custom visual assets while maintaining strict guidelines for 30+ distinct automotive brands.

- Designed and coded responsive, high-impact landing pages, web ads, and email blasts that effectively connected dealerships with their target audiences and supported lead generation goals.
- Improved design workflow efficiency by developing and implementing a template system for digital assets, ensuring brand consistency and rapid deployment across multiple channels.
- Collaborated with creative teams to align all web elements with strict brand guidelines, ensuring a cohesive and professional online presence for clients.
- Received consistent accolades for delivering top-tier design solutions that contributed directly to the success of client marketing initiatives.

Creative Services Coordinator, Old Colony YMCA, September 2019-March 2020

Brockton, USA

- Generated over \$500,000 in revenue for fundraising galas by developing comprehensive branding and marketing campaigns that secured 400+ guests and 80 corporate sponsors.
- Grew social media following to over 10,000 by designing and executing targeted advertising campaigns across multiple platforms.
- Managed the end-to-end production of marketing collateral, from initial design in Adobe CC Suite to preparing pre-press files and coordinating with printing vendors.

EDUCATION

Bachelor of Fine Arts

Graphic Design, Plymouth State University, Plymouth NH May 2019

- Vice President of the Graphic Design Club
- Member of the Marketing Association
- 3.84 GPA
- Graduated summa cum laude

WEBSITES

- [linkedin.com/in/scottmoore123](https://www.linkedin.com/in/scottmoore123)
- scottmoorecreative.com

CERTIFICATIONS AND AWARDS

- Google Ads Certified: Display, Search, Video, Shopping, and Apps
- Featured Artist: Local Art Magazine