HELEN R. SCOTT

Marketer & Graphic Designer
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EDUCATION

Graphic Design Technology
Bachelor's of Science
2024 - State University of New York Cobleskill, Cobleskill, NY
Associates's of Science
2022 - State University of New York Cobleskill, Cobleskill, NY

PROFESSIONAL EXPERIENCE

May 2023 – Aug. 2026
Marketing Intern (2023-'24) >> Marketing Coordinator (2024-'26) **| NorDutch Technologies | Albany, NY**

- Managed and curated the company WordPress website, digital content library, and marketing landing pages.
- Managed Instagram, Facebook, and LinkedIn content while tracking and reporting weekly social media analytics, including engagement, reach, and KPIs.
- Developed marketing and communications materials, campaign cadences, and promotional content supporting sales initiatives and customer outreach.
- Planned and executed monthly webinar campaigns, including promotional communications, content development, and coordination; researched and presented industry topics to the CEO and CRO.
- Planned and executed a large-scale annual multimedia cybersecurity marketing campaign across digital channels.
- Created video and social media content and collaborated cross-functionally with the Service Team on recurring weekly campaigns.
- Designed digital and print graphics for shipping materials, informational collateral, marketing initiatives, and company events.

June 2022 – May 2023
Graphic Design & Social Media Intern | SUNY Cobleskill Department of Marketing & Communications | Cobleskill, NY

- Created social media content for TikTok and Instagram and developed layouts and graphics for departmental promotional materials.
- Provided photography and social media coverage for college admissions events to support recruitment and institutional marketing.
- Collaborated with the in-house Graphic Designer and Chief Sustainability Officer on marketing, design, social media, and promotional initiatives.

AWARDS & HONORS

2022 — Most Outstanding AS Student Award - Graphic Design Technology

TECHNICAL SKILLS

Computer Skills: Microsoft Office 365 (Excel, Word, PowerPoint; Publisher; Outlook); Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Lightroom, After Effects, Premiere Pro), Social Media Platforms (TikTok, Instagram, LinkedIn, Discord, X, Threads, Facebook); Buffer; Zoom; WordPress; Coding Knowledge (HTML, CSS), Motion Graphics, Video Editing, GlassHive, Make (formerly Integromat), Kaseya CRM

Other Skills: Digital Marketing, B2B Marketing, Social Media Marketing, Content Creation, Social Media Management, Marketing Automations, Branding & Identity, CRM Management, Keyframe Animation, Search Engine Optimization (SEO), Graphic Design, Web Design, Typography, Logo Design, Prepress Knowledge & Print Design, DSLR Photography, Event Photography,