

# Scott Schmidt

MEDIA • GRAPHICS • MARKETING



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## EDUCATION

### Pratt Institute

Brooklyn, New York  
2008 - 2012

### Degree

Communication Design,  
Digital Illustration

## SKILLS

- Digital Media Design
- Website Design
- Digital Illustration
- Motion Graphics
- Video Editing & Production
- Photo Retouching
- 3D Design
- Marketing & Strategy
- Advertising
- Art Direction

## SOFTWARE

- Photoshop
- Blender
- Illustrator
- Logic Pro X
- Premier Pro
- Power point
- After Effects
- Excel
- InDesign
- Wordpress

## WORK EXPERIENCE (FULL TIME)

### Graphic Design, Marketing

*DriWay Technologies / 2018 - 2021*  
*(New York, London, Dubai, Seoul)*

DriWay Technologies offers a green, ecofriendly solution to Rising Damp.

- Created & upheld brand identity
- In-house graphic designer
- Marketing strategy in four countries
- Presenting sales & investor decks
- Website analytic reports
- Website design, management & maintenance
- Animated diagrams & explainer video
- Building & designing sales & investor decks
- Employee training materials
- Product installation & results logging

### Graphic Designer, Marketing

*Archaio LLC / 2015 - 2018*  
*767 5th Ave; New York, NY*

Archaio was a cloud based facility management software (desktop, tablet & phone)

- In-house graphic design
- Website design & maintenance (wordpress)
- Training videos
- Infographics & flow charts
- Worked alongside CMO for marketing campaigns & presentation content
- Presentations catered to individual clients
- Retargeting ads / E-mail blasts
- Convention booth & displays
- Marketing handouts
- Worked alongside development team for software visual assets & design

### Chief Marketing Officer, Social Media Manager, Graphic Designer

*Prymaxe / 2012 - 2015*  
*Cranford, New Jersey*

Prymaxe is a guitar centric online music boutique

- In-house graphic design
- Filming & editing product videos
- Product photography
- Daily newsletters
- Daily custom product advertisements
- Growing social media presence
- Creating retargeting Ads
- Website management & maintenance
- Marketing strategy
- Business Development