

# Ben Scott

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## Career Objectives

I'm drawn to roles which take advantage of my uncommon mix of abilities. That's why I enjoy content development, which combines creative writing and a technical understanding of the tools used in creating video and graphics. I also have a great deal of experience with managing and growing customer communities using social media, and a thorough grasp of content marketing strategy which tells me strong writing skills will be valuable for many years to come.

I'm looking for a fulltime position in a medium-to-large size organization. I can be a valuable team player, or a solid team leader. I can be flexible when it comes to occasional evening or weekend duties, and I love any sort of travel, but I'd prefer a mostly 9-5 schedule and a primary work location in central Melbourne, or the eastern suburbs.

## Career Summary

I've had a diverse career spanning both technical and creative roles, including software development, customer support and video production. My writing skills combined with my strong working knowledge of online promotions have lead me to the content developer track I currently enjoy.

I've worked for small and large private companies, government and nonprofit groups, and spent 8 years as a successful independent contractor, so I'm comfortable in almost any environment.

## Education

- Swinburne, diploma in I.T. Systems Administration (2013)
- Colorado State University and the University of Colorado (physics degree, incomplete)

## Major Skills

- Creative and Technical Writing for social media content, instructional or reference materials, and advertising copy, including keyword-optimised articles for content marketing
- Audience Building and Community Management using discussion forums and social media
- Online Promotion including keyword research, onpage SEO, content marketing strategy and audience building methods to boost organic traffic and conversion rates
- Video Production including camera, lighting, sound, editing, and post-production
- Multimedia Expertise with Adobe Creative Suite and other tools for content production

## Work History

- Online Content Developer

*Koops Training & Employment Solutions - Melbourne - 2013-2014 (term limited contract)*

Koops provides job placement assistance and vocational training referrals, along with marketing support for several affiliated companies in similar businesses.

I was hired as their first content developer on a short term basis as they begin to explore moving beyond an Adwords-dependent business model. During my tenure they landed considerable

additional marketing business from affiliated companies by demonstrating fresh, engaging and relevant content produced rapidly on a variety of topics.

The marketing team will be implementing an aggressive audience building campaign in the coming months based on my plans and recommendations.

***Duties and Accomplishments:***

- Produced 20 short instructional videos (two series of 10 episodes) in just 2 weeks, including writing, editing, voiceover and original music
- Researched and designed over a dozen infographics relevant to subjects which are difficult to make compelling, including: aged care, warehousing, meat processing and janitorial services training courses
- Wrote a 6-month supply of company blog posts, for more than one company
- Created a premium online course made up of videos, articles, illustrated transcripts and downloadable content, as well as a strategic plan for promoting it
- Developed a comprehensive plan leveraging all content assets to build an audience not only of potential customers, but also of other niche influencers (including competitors)
- Shot and edited video footage of conferences and training sessions, including interviews with instructors, for promotional purposes

At Koops, the product is typically free to the customer, is rarely required more than once, and the interest binding the target audience - job hunting - is often a solitary activity, only reluctantly shared with friends. So without the ability to offer discounts, or to build an base of satisfied repeat customers, our outreach had to be exceptionally innovative.

I focused my strategic recommendations on attracting interest from social media influencers in employment-related areas - career counselors, recruiters, and human resource experts - who were willing to re-share top quality jobhunting advice to their own audiences, thus indirectly building brand recognition and goodwill beyond the actual target market.

- **Senior Support and Training Coordinator**

*Noble Samurai Pty Ltd - Melbourne - 2011-2013*

Noble Samurai produces Market Samurai, a popular online market research application suite, as well as other tools intended to help promote products, services or causes online.

I was hired at the start of an expansion which doubled the size of the support and development teams, later to become the senior support team member and a member of the marketing team.

***Duties and Experiences:***

- Wrote and produced marketing and technical content videos for an audience of half a million customers
- I expanded our social media efforts and monitored metrics and activity levels
- Drafted company blog posts and mass mailings
- Developed and edited training materials, including tutorials and illustrated transcripts
- Coordinated with the developer team lead on prioritizing technical issues
- Responsible for coordinating with key business partners, conveying customer needs and steering issues through to a resolution
- Researched and responded to support enquiries for all products and services
- Helped organize and conduct formal testing processes on new products and competitors' products, as well as acceptance testing for a website platform transition from proprietary systems to WordPress which was successfully completed in 2012

***Key Achievements:***

- I lead an effort to significantly expand our online Knowledge Base and update our tutorials, as well as our internal documentation processes and troubleshooting methods.
  - This resulted in a 47% reduction in incoming support requests and a fourfold decrease in average first-reply time over the course of 2012, with site analytics showing a corresponding increase in usage of our Knowledge Base resources
  - This freed up other support team members to expand their roles with the company

and contribute in new areas including software testing, product research, and content development

- The company was also able to reduce headcount through attrition since the day-to-day workload of support was reduced so significantly - the team was down to half its peak size by the time I left, and is now “upskilling” further - moving beyond content creation to support the developer team on software releases
- During a company venture into video podcasting, I worked closely with the CEO to assemble and configure a set of tools we used to create a professional-looking live weekly broadcast, which went from idea to execution in under 10 days
- I relaunched and managed our online discussion forum, which helped cultivate an active and involved user community
- Our customer base outnumbered my support team by almost 100,000:1, yet our typical response time was reduced to under 12 hours, and our customer satisfaction rating was consistently 94%-96% in an industry where anything above 70% is considered excellent

This position gave me an in-depth exposure to online promotional techniques, including keyword research, content marketing, SEO methods and tracking analytics.

My contributions improved Noble Samurai’s product quality, increased efficiency, and enhanced its reputation for integrity and transparency in the industry.

- Product Development, Copywriting, Community Manager

*Zazz Trading Pty Ltd - Melbourne - 2008-2011*

Zazz is an online gadget and household products retailer with a nationwide customer base.

***Duties and experiences:***

- I was the public face of the company on the discussion forum and social media
- Responsible for preparing each day's sales webpage, which typically attracted 10,000-12,000 views. This included creating fresh and engaging sales copy, confirming accurate product specifications and building the visual presentation of the product (photos and videos)
- I was primarily responsible for product evaluation and testing, which demanded a range of skills due to the diverse product mix - everything from cutting-edge networked media servers to novelty radio control toys
- I assisted with creating product demonstration videos and animated graphics
- Managed all pre- and post-sale customer support
- Coordinated with domestic and overseas suppliers

This job provided a fascinating exposure to the demands posed by inflexible deadlines, dealing with diverse suppliers, ensuring the accuracy of all elements in a sales presentation, and experiencing the reaction of our customers to my daily efforts.

- Freelance Consultant

*Self Employed Contractor - Colorado and California, USA - 1999-2007*

Before moving to Australia in 2007 I ran a successful consulting business with a range of service offerings. My client base included government agencies, nonprofits, small-to-medium size private firms and professional individuals.

My services included:

- Shooting and editing promotional, instructional and showcase videos
- Building custom interactive websites for businesses and entertainers
- Maintaining and upgrading computer equipment in offices
- Consulting on specialized technical needs such as backups, network security, remote access solutions, hardware and software upgrades
- (specific project details available on request)

My people skills and ability consistently to meet goals and deliver results exceeding expectations enabled me to cultivate a devoted client base - every one who ever hired me became a repeat customer!

- I.T. Support Technician

*American Humane Association - Denver Colorado USA - 1997-1999*

AHA is an internationally known agency dedicated to protecting children and animals.

***Duties and experiences:***

- I started as an I.T. assistant responsible for maintaining 65 workstations at the charity's national headquarters, as well as two satellite offices located in Los Angeles and Washington D.C.
- I gradually took on development duties including stewardship of their mission-critical Donor Database and other internal projects
- I also filled in for other specialists as required, administering the website or assisting the graphic arts department with technically challenging jobs

After I resigned my fulltime position, I remained on contract with AHA for several more years as a database administrator and desktop application developer, a relationship which we maintained even while I was living in another state or traveling overseas.

This position taught me the most about keeping an office full of people working smoothly across an ever-changing technical infrastructure and with tight budgetary restrictions.

## **Skills and Interests**

- Writing - creative and technical, tutorial and reference, columns, humorous essays and paid editorials for national magazines and newspapers in the U.S. and Australia
- Experience with all stages of video production work, including instructional videos, TV commercials and network shows. I've handled lighting, camera, voice-over, editing and postproduction
- I have a lifelong passion for comedy, both performed and written. My wife is a standup and comedy writer, and virtually all our friends are in the business as well
- I read a great deal about history, economics and international politics. I've particularly enjoyed works by Seymour Hersh and Robert Kaplan. I also enjoy reading about physics, astronomy, and technology issues
- I also have two small boys who keep me busy ensuring their days are full of new experiences!

## **References**

Eugene Ware, *CEO of Noble Samurai* - eugene@noblesamurai.com, 04 0202 5180

Ben Stickland, *CEO of Alliance Software* - ben.stickland@alliancesoftware.com.au, 03 9955 7000

Greg Tooman, *Regional Forecaster for Oregon Dept. of Human Services* - gdtooman@gmail.com

*Additional referees available upon request*