

SCOTTHURD

Producer » Video Editor » Designer

An Amazing Journey Can Start with a Single Click

CONTACT

Location
Orange County, CA

Email
ScottHurd@cox.net

Links
[Creative Hotlist](#)
[Portfolio](#)
[LinkedIn](#)

SKILLS

- Detailed, dependable, punctual and organized
- Analytical and creative
- Video production, pre and post
- Video editing, producing, planning, scripting, shooting, finishing, and delivering
- Broadcast graphic design
- Title design
- Audio and music scoring
- DVD menu design
- DVD programming
- Media encoding
- Proofreading
- Quality control
- Project coordination
- Media management
- Staff photographer
- Traffic coordinator
- Multi-tasking
- Research, review and negotiate licensing and usage rights
- Formulate legal disclosures
- Advise regulatory compliance
- Personnel management
- Project management
- Budget formulation and management
- Proficient with APPLE and WINDOWS operating systems

RECOMMENDATIONS

8 available for review.

BIOGRAPHY

With a never-ending focus on a commitment to quality and creativity, I have produced and edited content for world-class clients such as: Toyota Motor Sales USA, National Geographic, the Richard Nixon Presidential Library and Museum, the National Archives and Records Administration, Pacific Sunwear of California (PACSUN), the Newport Beach Chamber of Commerce, Saint John's Health Center of Santa Monica, Cisco Systems Inc, First American Title Insurance Company, Riverside Chevrolet of Tulsa, OK, the world's largest volume selling Chevrolet dealer at the time, Sundance Spas, Fairhaven Memorial and more.

My career within the Creative Arts Industry started straight out of college as a production assistant. I've advanced within the industry to edit and produce thousands of broadcast television commercials and other media responsible for millions of dollars in revenue.

My professional career gives me great personal fulfillment. My proven ability to problem solve through creativity has led to award, accolade and advancement, but more than that, a pride in being able to contribute to improving client success through passionate professionalism.

With an analytical mind for creativity, I have proven results increasing production efficiencies and accuracy throughout my career, while producing creative that achieves results. I work to elevate standards and deliver results through passion, commitment, creativity and collaboration, with a work-ethic that strives to achieve, produce and be proactive.

A sample of my professional achievements are noted below:

- Produced and edited monthly broadcast television, radio and newspaper advertising campaigns resulting in increased vehicle sales of over 20% for Gulf States Toyota.
- Managed, produced, edited, trafficked and delivered all local and national-market broadcast television advertising contributing to company-wide revenues increasing 100% year over year.
- Produced and edited local and national-market Direct Response television advertising, corporate videos, interactive DVDs and Internet media resulting in millions of dollars in revenues.
- Conceived, initiated and implemented organizational and procedural protocols resulting in increased reliability, accountability, accuracy, and efficiency throughout the entire production process, from concept to completion.

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SUMMARY

Motivated, proactive and creative professional delivering results through thoughtful process, passion, commitment, creativity and collaboration. Efficient and innovative Producer, Video Editor and Designer with proven organizational, analytical, broadcast and creative arts proficiency.

PROFICIENCIES

- Broadcast, DVD, Internet, Instructional, Promotional and Business-to-Business Video Production
- Producer
- Video Editor and Videographer
- Designer, Broadcast Video, Print and Internet graphics
- Project Planning and Coordinating
- Media and Asset Procurement and Management
- Detail, Organization and Procedure

WORK EXPERIENCE

- 2019 » Johnson & Johnson Vision »** Graphic Designer, Product Labeling Coordinator
- Coordinate within team the production and delivery of artwork to the J&J global surgical, pharmaceutical and consumer eye health supply chain.
 - Lead development of strategic solutions for labeling projects.
 - Create and execute detailed illustrations for single or multilingual use.
 - Analyze and evaluate proposals for implementing graphics for labeling and design.
 - Create and lead updates to global labeling standards, processes and procedures via JJSV document management system.
 - Coordinate with external manufacturers for production and delivery of product labeling.
- 2011 > 2019 g3 Creative, ZOO Digital »** Contract Graphic Designer, Contract Digital Media QC Specialist
- Edit, design, layout and proof text and graphic content. Proofed, compiled and submitted QC fixes for eBook publications, DVD titles, and other forms of broadcast digital media.
- 2011 > 2016 Online Trading Academy »** Producer, Editor
- Created, produced, edited, trafficked, organized, managed, and delivered all local and national-market, long-form and short-form broadcast television advertising.
- 2003 > 2011 Newport Production Company »** Producer, Editor
- Edited, produced and managed all aspects of post-production.
 - Produced, shot, edited, designed graphics, wrote copy, trafficked, QCed and delivered local and national-market broadcast TV commercials, corporate videos, medical in-service videos, interactive DVDs, Internet and print media.
 - Initiated and implemented standards and practices protocols for increased efficiencies.
 - Initiated and implemented data and media management, master tape, time-sheet and time-tracking protocols resulting in more efficient, accurate and accountable operations.
- 1994 > 2003 First Impressions Marketing & Advertising, FIMA »** Producer, Editor
- Starting as a production assistant, promoted to Head-Editor and Producer, responsible for managing a team in conceiving, creating and producing television, radio, print and Internet advertising for local and national clients, including Toyota Motor Sales.

EDUCATION

- Oklahoma State University
- Bachelor of Science in Journalism and Broadcasting.

SOFTWARE and TECHNICAL EXPERTISE

AVID	TriCaster 8000	Lighting	Signal Switching
Final Cut Pro	Motion	Audio	Signal Patching
Premiere Pro	Apace vStor	Music Scoring	BETACAM Cameras & VTRs
Photoshop	Illustrator	Compositing	Prosumer Video Cameras
After Effects	Dreamweaver	MS Office Suite	LIVE Program Switching
DVD Studio Pro	Videography	Windows OS	Green Screen Keying
Compressor	Photography	Apple OS	Print Production

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PROFESSIONAL RECOMMENDATIONS

Gene Longobardi

Chief Operating Officer, Online Trading Academy, 2016

“ Scott Hurd worked for Online Trading Academy for 4 years. I enjoyed working with Scott and am grateful for all of his contributions in our media department. Scott worked on many different projects and assignments in our media department including daily live broadcasts, creation of video-based learning and more. Scott will always be a valued member of the Online Trading Academy family.”

Drew Cartwright

Director of Training & Development, Online Trading Academy, 2016

“ It has been a pleasure working with Scott over the years. In coordinating Training Videos I found Scott to be most reliable. There were always odd hours and heavy deadlines that Scott was able to work within. I could rest easy knowing Scott was in charge. He is also an extremely well organized Editor/Producer. Our training videos involved many modules, which he provided to me in an organized and succinct manner. Always pointing out highlights and areas to focus in on. When it came to creative projects for our International Conference, Scott went above and beyond. His edits, timing, music and animations were right on the mark. His videos really captured the attendees and we use many in ongoing training and promotions for recruiting. He was especially patient with my changes and always providing terrific and useful feedback. I hope we have the chance to work together again in the future! ”

Mark Patrick

Director of Franchise Support, Online Trading Academy, 2016

“ Scott Hurd is a man of great work ethic and someone that I would consider to be "above and beyond" in his work performance. I had the pleasure of working with Scott for 4 years and always enjoyed his professionalism and positive mental attitude. During conferences and summits, it was very common to see Scott working before and after the "necessary" hours so he could always be prepared and ready to perform at the highest level at all times. I highly recommend Scott to any organization that would benefit from a quality employee and even better human being. ”

Nan Paturzo

Media Director, Online Trading Academy, 2016

“ Scott Hurd is a consummate professional! I have had the pleasure of working with him in his role as Producer / Editor at Online Trading Academy and every interaction was complete, detailed and more than on time. He has terrific enthusiasm for his work, and readily contributes ideas and solutions. As a colleague, he is a team player and builder; as a person, he is at the top of the heap! ”

Jennifer Perrier

Internet Operations Manager, Online Trading Academy, 2016

“ I truly enjoyed working with Scott. His professionalism and attention to detail regarding video production for use on the web site was impressive. His can-do attitude during times of high pressure was very helpful in getting things done in a timely fashion. I wish him the best of luck in his next endeavor! ”

Dean Hamilton

Owner / President, Newport Pro, 2011

“ It is with pleasure that I write this letter of recommendation for Scott Hurd. Mr. Hurd has worked for Newport Pro for several years and his ability to keep the post-production division in top running shape has been second to none. Scott has very good skills in all production divisions but we felt he performed his best when he was in the editing bays. The organizational skills that he provided kept our post-production division delivering top quality videos on time and on budget. Scott is a very competent and fast editor. We believe that Mr. Hurd is a strong asset to all production companies and his talent will benefit any firm that desires professional personnel. During the time he worked for Newport Pro he displayed the ability to learn new and complex processes in a short amount of time, including compliance standards as required by the FTC and FDA when developing commercial messages. Scott also took the reigns in handling entire productions. He has received comments from Newport Pro clients commending him for a job well done. I highly recommend Scott Hurd for employment. He is a team player and would make a great asset to any organization. ”

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