



SCOTT HINEY

CREATIVELY DIGITAL

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ABOUT ME

A digitally-minded, creatively-driven content strategist in the Dallas-area with additional background in advertising, social media, photography, journalism and creative writing.

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in /scottmhiney

EXPERIENCE

CONTENT MARKETING STRATEGIST

MULTIVIEW | MAY 2018 - PRESENT

Created, managed and distributed digital content for over over 20 clients. Work for clients: Daily posting on social media channels through Falcon. Designing, updating and distributing a monthly newsletter. Writing or managing the creation of custom content like blogs and white papers. Managing the creation of all website content for website redesigns.

SOCIAL MEDIA FREELANCER

REUNION TOWER | APRIL 2017 - MAY 2018

Duties included capturing event photography, responding to reviews/customer service inquiries on various travel sites, managing and maintaining Reunion Tower's social media channels through moderation on Sprinklr and Sprout Social. Collaborated on monthly content calendar creation and review. Additionally created, maintained and reported on all available analytics, trends and insights of Reunion Tower's social presence. Created social media and E-Mail marketing graphics as well as promotional video assets for the Tower.

SOCIAL MEDIA SPECIALIST

FOX SPORTS SOUTHWEST | MAY 2017 - MAY 2018

Managed and produced posts on Fox Sports Southwest's social media accounts during game night coverage including Texas Rangers baseball, OKC Thunder, Dallas Mavericks, San Antonio Spurs and New Orleans Pelicans basketball as well as Big 12 and Texas high school football. Utilized SnappyTV to cut game footage, GIFs and screenshots in real-time to use as media within social posts, as well as a collection of premade social media graphics.

DIGITAL CONTENT INTERN

FC DALLAS, MAJOR LEAGUE SOCCER | SUMMER 2016

Assisted with game coverage for the team's social accounts (Twitter, Snapchat, Instagram & Vine), curated online content ranging from game stories to on-camera game preview videos as well as collecting social media analytics.

SPORTS REPORTER + MULTIMEDIA PRODUCER

OKLAHOMA DAILY | AUGUST 2015 - DECEMBER 2016

Covered, wrote and photographed various OU sports including football, men's and women's basketball and women's soccer. Also produced weekly podcasts and video features.

FREELANCE WORK - SOCIAL MEDIA

MAJOR LEAGUE SOCCER | OCTOBER 2016 - PRESENT

Intermittently served as on-site social media content creator for Major League Soccer when asked. Responsible for capturing images, video and short player interviews for specified games during the 2016, 2017 and 2018 seasons.

VIDEO PRODUCTION SPECIALIST

OU SCHOOL OF DANCE | OCTOBER 2014 - DECEMBER 2016

Created video reels, filmed performances and created DVDs/CDs for the schools' dance students and staff.

ACCOUNT EXECUTIVE + VIDEO PRODUCTION

LINDSEY + ASP ADVERTISING & PR AGENCY | FALL 2015

Created agency-wide video content and worked on a campaign for the school's Health and Exercise Science department.

EDUCATION

B.A., JOURNALISM | ADVERTISING EMPHASIS

UNIVERSITY OF OKLAHOMA | AUGUST 2014 - DECEMBER 2016

At Oklahoma I minored in history and was on the leadership and social media team for College Life, a local college ministry. Attended the University of Missouri for one year prior to transferring to Oklahoma.

HONORS & ACHIEVEMENTS

SILVER ADDY

PUBLICATION BOOK DESIGN | PROFESSIONAL SALES AND MARKETING

SILVER ADDY

ANTHEM VIDEO | STUDENT FILM, VIDEO AND SOUND

REFERENCES

- DANIEL ROBERTSON | CUSTOMER SUCCESS MANAGER, BLINKFIRE
214 533 3770 | danielrobertson27@gmail.com
- SETH PRINCE | DIGITAL ADVISOR, OU STUDENT MEDIA
405 325 6334 | sethprince@ou.edu
- KATHERINE CHAUMONT | COMMUNICATIONS DIRECTOR, REUNION TOWER
214 712 7050 | kchaumont@reuniontower.com

SKILLS

Illustrator	<div style="width: 80%;"></div>
Photoshop	<div style="width: 75%;"></div>
Word/Excel	<div style="width: 90%;"></div>
Social Media Platforms	<div style="width: 85%;"></div>
Social Media Tools	<div style="width: 95%;"></div>
HTML	<div style="width: 60%;"></div>

