

Paul Jay Scott
Media Production Specialist
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Professional Summary

Creative professional with over 30 years of experience in media production, advertising, and design. Extensive expertise in multimedia program development, photography, video production, editing, and social media content creation. Proven ability to manage large-scale projects and deliver high-quality results for renowned clients. Strong leadership and technical skills with a focus on innovative solutions and client satisfaction.

Experience

Marketing Manager

Bad Cat Amplifiers

- Led complete rebranding, including product and lifestyle photography, website design, B2B and DTC email layouts, brand messaging, and social content.
- Designed new products and logo for sub-brand Bad Cat Audio Devices.

Co-Owner/CEO

GrillSpec, LLC

- Founded and managed a barbecue tool company specializing in multi-functional tools for outdoor cooking.
- Designed tools, corporate identity, packaging, website, and marketing strategies.

Owner

IAMPAULSCOTT.COM, LLC

- Operated a full-service design firm with clients including Facebook LA, American Truux, VCT Wheels, and Bad Cat Amplifiers.
- Provided comprehensive branding, design, and marketing services.

VP Advertising

Diablo Wheels

- Directed national and international branding efforts for three wheel brands.

- Created and produced multi-spread print ads, multiple websites, and graphics for major trade shows.
- Acted as artist relations for celebrity lifestyle marketing efforts.

Senior Art Director

VP Media Group

- Managed projects for clients such as Angel Stadium, Gordon Biersch, and Vantage Point Products.
- Supervised a team of designers, web developers, photographers, and 3D artists.

Senior Designer

Dean Guitars

- Collaborated with Dean Zelinsky to design ads, catalogs, posters, websites, and show booth graphics.
- Developed the logo for the Hardtail Guitar.

Creative Director

Interactive Vibes

- Led creative projects for KMC Wheel Company, UEI College, and Loma Linda University Medical Center.

Advertising Specialist

PFF Bank & Trust

- Designed advertising and collateral materials, prepared budgets, and managed media buys.

Graphic Designer

Sasso & Burgoon Advertising

- Created designs for clients including Toshiba, Freedom Communications, and Goodwill Industries.

Certifications

- Adobe Certified Professional in Graphic Design & Illustration Using Adobe Illustrator (Nov 2022 - Nov 2025)
- Adobe Certified Professional in Visual Design Using Adobe Photoshop (Oct 2022 - Oct 2025)
- Adobe Certified Professional in Visual Design (Oct 2022 - Oct 2025)

Skills

- Multimedia Program Planning & Development
- Script Writing & Development
- Photography & Videography
- Video Editing & Sound Recording
- Graphic Design & Illustration
- Brand Messaging & Social Media Content
- Equipment Operation & Maintenance
- Project Management & Leadership
- Client Relations & Team Collaboration

Software & Tools

- **Software:** Adobe Lightroom, Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, After Effects, XD; Microsoft Word, Excel, PowerPoint; WordPress, Elementor, WooCommerce, Google Webmaster Tools
- **Hardware:** iMac 27", MacBook Pro, Wacom tablet, Nikon Z7, Nikon Z6ii, DJI Mini 2 Drone, Flashpoint Xplor 600, LED video lights, various lenses, light modifiers, motorized gimbal, motorized and manual sliders. Solar generators for off-grid shoots.

Education

- **Graphic Design Major (Incomplete)**
California State University San Bernardino
1989 - 1992

Awards

- **Special Jury Award**
Nevada Film Festival, 2013
In recognition of excellence for poster and packaging artwork for the film "Hope for Hurting Hearts"

Testimonials

"Paul Scott delivers the quality and attention to detail I expect from those I work with."

- **Dean Zelinsky**, Founder, Dean Zelinsky Private Label Guitars, Dean Guitars

"Paul Scott is passionate and creative, setting the gold standard for our projects."

- **Gary Jerjerian**, Owner, Dynamic Wheel Group & Diablo Wheels

"Paul exceeded our branding expectations by understanding our core values."

- **Steve Kim**, Executive Director, Project Kinship
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