

SCOTT BOOTH

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PHONE

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Creative communications specialist with proven expertise in digital marketing, event production, and multimedia content creation. Combining strong visual design skills with compelling storytelling to engage diverse audiences.

Professional Experience

Events & Guests Coordinator

BIMM University, Brighton

2018-2022

- **Complex event management:** Orchestrated BIMM's first cross-college graduation ceremony, managing 20 staff, coordinating vendors, and ensuring seamless transitions—resulting in outstanding feedback.
- **Creative marketing strategy:** Created engaging marketing strategies across email, social media, and print to promote hundreds of university events, consistently achieving sold-out attendance.
- **Multimedia content production:** Produced high-quality multimedia content including interviews, performance videos, and promotional materials using Photoshop, DaVinci Resolve, and Final Cut.
- **Artist masterclass coordination:** Managed high-profile music artist masterclasses from initial outreach through day-of hosting.
- **Charity event production:** Organised multi-band music events raising £10,000+ for Martlets Hospice, coordinating with high-profile guests including Norman Cook (Fatboy Slim).
- **Virtual programming:** Transitioned in-person programming to virtual formats during COVID-19, managing Zoom workshops and online masterclasses.
- **Student Assessment:** Selected as university auditioner to evaluate prospective students; praised for exceptional ability to put anxious candidates at ease.
- **Academic Mentorship:** Delivered 1-to-1 tutorials in design, branding, guitar, artist development, and AI skills.

Founder & Workshop Facilitator

The Hybrid Creator

2023-Present

- Founded UK's educational platform teaching ethical AI skills to creative professionals
- Delivered hands-on AI workshops at universities and colleges across the UK
- Established reputation as a thought leader in creative AI applications and ethics
- Provided one-to-one coaching helping artists integrate AI while preserving their vision

Freelance Brand & Digital Communications Specialist

Self-employed, Brighton

2017-Present

- **Content Creation:** Built WordPress and Wix websites with focus on UX, accessibility, and conversion-driven content.
- Implemented inclusive design principles across digital projects to maximise audience reach.
- Developed brand identity for clients, notably The Folklore Rooms music venue.
- **Marketing:** Executed data-driven social media campaigns across multiple platforms.

Musician, Songwriter & Producer

Independent Artist

2008-Present

- **Compositions:** Composed for West End productions, including 'Trainspotting' with Irvine Welsh
- Created viral guitar performance (1M+ views) featured on UNILAD
- **Performance:** Performed at Glastonbury and supported guitarists Andy McKee and Jon Gomm
- Secured endorsement from Auden Guitars
- **Education:** Led workshops teaching percussive guitar to children with learning difficulties

Key Skills

Strategic Communications

Developing marketing strategies across multiple channels to effectively reach target audiences. Expertise in crafting compelling narratives that drive engagement.

Creative AI Expertise

Pioneering ethical integration of AI tools in creative workflows. Delivering specialised workshops to help professionals leverage AI while maintaining artistic integrity.

Digital Content Creation

Producing engaging multimedia content including videos, social media campaigns, and website copy. Experience with video editing tools and content management systems.

Event Production

Managing complex events from concept to execution. Experience includes graduation ceremonies, artist masterclasses, and fundraising concerts with meticulous attention to detail.

Visual Design

Creating compelling brand identities, marketing materials, and digital assets. Skilled in Photoshop and various digital design platforms.

Web Development

Building websites with focus on user experience, accessibility, and strategic content placement. Proficient with WordPress, Wix, and other content management systems.

Education

BA (Hons) Popular Music

University of Sussex

2013-2016

BTEC National Diploma in Music

Northampton College

2011-2013

References available upon request