

SCOTT MAY

PROBLEM SOLVER



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Portfolio

thescottmay.com

AWARDS

21 Kansas Association of Broadcasters awards

Kansas Association of Broadcasters "Station of the Year" Award (KTKA)

18 Telly Awards

9 Addy Awards

The Topeka Advertising Federation's Best of Show – Broadcast Award

The Topeka Advertising Federation's Best of Show - Promotion Award

2003 International Videography Award

Carol Terhune Volunteer of the Year Award 2004 - American Advertising Federation – Topeka

Eagle Scout

SKILLS

- Project Management
- Team Building
- Strategic Marketing
- Field Production
- Studio Production
- Live Event/Streaming Production
- Tech Directing
- Production Lighting
- Content Production
- Video Editing
- Writing
- Audio Production
- News Gathering
- Storytelling through video
- Budget / Equipment Management
- Live Truck / Satellite Operation
- Problem Solving

WORK EXPERIENCE

Senior Promotions Producer

KWCH-TV | KSCW-TV / 2023 - Present

As a Senior Promotions Producer at KWCH and KSCW, I am responsible for spearheading the production of high-quality promotional commercials and web content. My role encompasses the full spectrum of video production, including writing, shooting, directing, editing, and managing projects from conception to completion.

- Plan and schedule of daily promotional content across multiple networks, ensuring strategic placement and effective messaging.
- Mentor junior producers, providing guidance and support to develop their skills and execute projects effectively.
- Elevate the overall brand and visual identity through advanced production techniques and impactful campaigns like "Facts First."
- Serve as showrunner for "Keepers on Parade," a locally-produced TV show highlighting community artists.
- Utilize expertise in Adobe Creative Suite and industry-standard tools to deliver compelling content.
- Collaborate with programming and content manager, News Director, sales team, and stakeholders to align promotional efforts with station goals.
- Ensure timely delivery and exceed expectations through effective communication and strategic planning.

Director of Strategic Development, Marketing, and IT

Topeka Rescue Mission / 2022 -2023

At TRM, I oversaw the organization's strategic planning, marketing, and information technology efforts. My primary responsibilities included developing and executing a comprehensive strategic plan to drive organizational growth, enhance our digital and marketing presence, and improve technological capabilities to increase annual funding and enable the organization to expand its services to reach a broader community. I successfully led a diverse team of on-site and remote creative professionals dedicated to improving efficiencies, streamlining processes, removing red tape, and solving problems by implementing software solutions and empowering people.

- Revamped the organization's marketing strategy, leading to an increase in brand awareness, increased giving from donors, and an increase in volunteer engagement.
- Implemented an integrated digital marketing campaign, leveraging social media, email marketing, and content creation, which led to increased website traffic, social media engagement, and online donations.
- Built and maintained relationships with key stakeholders, including community leaders, partner organizations, and donors, fostering collaboration and support for the Topeka Rescue Mission's initiatives.
- Managed a cross-functional team of marketing, IT, and development professionals, providing guidance and mentorship to ensure the successful execution of projects and the achievement of organizational goals.
- Established a data-driven approach to decision-making, incorporating analytics and performance metrics to optimize marketing efforts and guide strategic planning.

SOFTWARE

- Premiere Pro
- After Effects
- Photoshop
- Lightroom
- Illustrator
- Indesign
- Dreamweaver
- Lightroom
- Audition
- AVID
- Resolve
- SketchUp

EXPERIENCE CONTINUED

Television Commercial Production Manager

Midco / 2018 - 2022

As the production manager at MIDCO, I was the creative director responsible for all television commercial production for the Kansas division. I lead my team in writing, producing, shooting, and editing multiple commercial projects at once for local clients. With strengths in project management, budget management, and team leadership, I successfully managed both in-person and remote team members located in Kansas, South Dakota, and North Dakota. Leaning on my experience as a small business owner, I worked directly with our clients providing real solutions to help grow their businesses. I worked closely with the account executive team helping to communicate more effectively and allowing the creative team to manage expectations better and provide better project outcomes. I value learning and consistently facilitated ongoing training with my staff to ensure we were always at the forefront of current production techniques and trends.

Freelance Live Event Production (Producer/Director)

Douglas Production Group / 2015 - Present

Working as a freelance team member of DPG, I am regularly contracted to plan, set up, and execute live in-person and streaming events for clients all over Kansas. Credits include directing Live NAIA College Football games for ESPN+, professional TBL basketball games for TBLTV, and concerts for the Topeka Symphony Orchestra. I am dedicated to producing creative, high-end in-person, and live-streaming events that exceed our client's expectations.

Visual Media Coordinator

Fellowship Bible Church / 2014 - 2018

My core responsibilities included managing and implementing all video production, graphic design, web design, set design & construction, and video/creative elements for live event projects. I led a team of 7 video directors and 25 camera operators to produce weekly, live switched, church services for iMag, streaming, and recordings for web distribution. In addition, I facilitated training for production staff and provided regular creative direction to improve our production quality continuously.

Pastry Chef/Owner

Mayking Cakes & Confections / 2009 - 2014

Yes, you read that correctly. I was a pastry chef! Mayking Cakes was a bakery that ran on relationships more than recipes. We focused mainly on the wedding industry, and our top priority was caring for our brides! We were known for both our amazing cakes and our dedication to our customers' every need. We started as a husband and wife team working part-time out of our kitchen at home and grew into a full-service bakery and coffee shop with 2 locations! As a small business owner, I learned firsthand what it takes to run a successful business. It gave me unique insights I utilize today as I work with other small businesses to help them grow.

Multimedia Marketing Director

Personalized Brokerage Services / 2006 - 2011

The job consisted of two major fronts: the internal and external audio/video marketing and advertising of PBS and creating multimedia marketing campaigns for contracted PBS agents. The job required both a mastery of technical production know-how and the ability to work hand in hand with clients to produce effective marketing. PBS is where I learned to lead a team in planning, writing, production, editing, and delivery of successful advertising projects.

EXPERIENCE CONTINUED

Problem Solver/Owner

maykingMEDIA / 2004 - Present

Small business owners don't have time or money to waste on marketing that doesn't work. I focus on taking the marketing burden off my clients' backs and placing it where it belongs – with a marketing professional. It's not enough for them to work *IN* their business; they must also spend time working *ON* their business! The truth is, most business owners rarely have the time to do both – well! I help our clients properly leverage every marketing opportunity in their local market. Clients choose me for my creative solutions to problems, budget-friendly approach to marketing, attention to detail, and ability to make complex concepts easy to understand.

Television Commercial Producer/Director

KTKA-TV | Free State Studios / 2003 - 2006

Responsible for ALL aspects of video production. I wrote, produced, shot, directed, and edited all of my own projects. From concept to fruition – I did it all. I was allowed the freedom to produce award-winning television that the station could be proud of. I learned what it takes to create effective advertising. I honed my skills at telling a powerful story by being limited to doing so in 30-second increments! During my tenure at KTKA, I helped build an unforgettable promotional campaign and image for the station that propelled it to win numerous production awards and the coveted Kansas Association of Broadcasters "Station of the Year" award!

News Photographer

WIBW-TV / 2002 - 2003

Daily shooting assignments, including news and sports. Operation of live microwave and satellite trucks. This job allowed me to sharpen my shooting and editing skills. This is where I first learned to tell a good story using video. While employed at WIBW, I won an International Videography Award for a natural sound package I shot and edited about cancer survivors.

Master Control Operator

KSNT-TV / 2000 - 2002

Responsible for on-air switching between commercial and broadcast content, quality control, preparing all commercials for airing, recording satellite feeds, and airing news story package content during newscasts. Non-essential duties include video editing, studio work, audio booth, and camera operation. Show credits include 6 & 10 newscasts and Children's Miracle Network Telethon. v