

# Scott Roberts

## Digital Marketing & Multimedia Specialist – REMOTE ONLY

📍 Based in Port Charlotte, FL | Open to 100% Remote | 📞 +1 941-883-1851

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## PROFESSIONAL SUMMARY

Creative and results-driven **Digital Marketing & Multimedia Specialist** with 25+ years of experience in branding, website development, SEO, paid advertising, content creation, and multimedia production. Proven record of helping businesses—from startups to multimillion-dollar brands—boost visibility, generate leads, and increase sales. Highly skilled at managing remote projects from concept to completion, delivering on-brand creative and measurable marketing results.

Portfolio available at: [scottroberts.xyz](http://scottroberts.xyz)

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## CORE COMPETENCIES

- Digital Marketing Strategy & Campaign Management
  - SEO, SEM, Google Ads, and Social Media Marketing
  - Web Design & Development (WordPress, Joomla, HTML/CSS, OpenCart)
  - Branding, Logo Design & Corporate Identity
  - Content Creation: Copywriting, Video Production, Motion Graphics
  - Email Marketing (Constant Contact, Mailchimp)
  - E-Commerce Development & Conversion Optimization
  - Analytics (Google Analytics, Facebook Insights)
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## SELECTED ACHIEVEMENTS

- Created **500+ brand packages** (logos + websites) for new businesses through Modern Millionaires, boosting client readiness to launch.
  - Produced **20-second animated video ads** and marketing presentations for Your Media TV, driving ad engagement for Tampa & St. Pete, FL businesses.
  - Wrote SEO-optimized blog content for **30+ businesses** at Red 3 Media, increasing organic search visibility.
  - Increased online sales to **\$1.5M in first year** for Select Furnishings via targeted e-commerce and advertising strategy.
  - Built a **courseware platform** for Know More Mortgage integrating WordPress, video marketing, and Facebook Ads.
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## PROFESSIONAL EXPERIENCE

### Red 3 Media – Remote

*Content Creator – WordPress SEO Blogs* | Dec 2024 – Present

- Write SEO-optimized blog posts for over 30 businesses, improving keyword rankings and organic traffic.
- Research topics, integrate internal/external links, and align content with each client's brand voice.

### Your Media TV – Remote

*Multimedia Designer* | Jun 2021 – Jul 2025

- Created animated presentations and flyers for Your Media TV's promotions.
- Produced 20-second animated video ads for Tampa and St. Pete, FL area businesses.
- Designed marketing visuals for broadcast and online campaigns.

### Modern Millionaires – Remote

*Graphic & Web Designer* | Jun 2021 – Dec 2022

- Designed over 500 logos and websites for new business owners enrolled in the digital marketing education & DFY service program.
- Developed cohesive brand identities to prepare clients for market launch.

#### **Know More Mortgage – Remote**

*Web Developer & Video Producer (Freelance) | 2018 – 2019*

- Designed full branding package including logo, website, and video content.
- Built courseware platform with WordPress and ran Facebook ad campaigns.

#### **Homes Made Possible Realty – Remote**

*Web/App Developer (Freelance) | 2016 – 2018*

- Redesigned company website for improved SEO and mobile performance.
- Built interactive buyer apps for in-home and model home presentations.

#### **Select Furnishings / Reef Rattan – Sarasota, FL (On-site)**

*Web Developer & Creative Director | 2013 – 2015*

- Designed e-commerce store generating \$1.5M in first-year sales.
- Managed Google Ads, social media campaigns, and promotional graphics.

#### **Enzymedica – Remote**

*Web Developer (Freelance) | 2012 – 2013*

- Redesigned marketing website and e-commerce cart to improve conversions.

#### **LeBlanc Studios / Sarasota Marketing Solutions – Sarasota, FL (On-site)**

*Creative Director | 2009 – 2010*

- Led web, print, and video production for diverse clients, managing full creative cycles.

#### **Charlotte County Communications Dept. – Charlotte County, FL (On-site)**

*Graphic Designer | 2008 – 2009*

- Produced county-wide newsletter and promotional materials for residents.
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## EDUCATION & CERTIFICATIONS

- Southfield Lathrup High School – Graduate (1989)
  - **Vanderbilt University** – Certificate in Prompt Engineering for ChatGPT
  - **Udemy Certifications:** Facebook Marketing Mastery, Google Shopping Ads, Instagram Marketing, Complete WordPress Website Business Course, Blender 3D Essentials, Unity Game Development, and more.
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## TECHNICAL SKILLS

- **Web:** WordPress, Joomla, HTML/CSS, OpenCart
  - **Design:** Adobe Photoshop, Illustrator, InDesign, XD, Affinity Photo, Affinity Designer
  - **Video & Animation:** Adobe Premiere Pro, After Effects, Audition, Final Cut Pro, CreateStudio
  - **AI & Automation:** ChatGPT, DeepSeek, Gemini
  - **Marketing Tools:** Google Analytics, Google Ads, Facebook Business Suite, Constant Contact, Mailchimp
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Portfolio of work available at: [scottroberts.xyz](https://scottroberts.xyz)