

Scott Giddens

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Palm Beach Gardens, FL

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PROFESSIONAL PROFILE

Marketing and creative support assistant with experience in photography, video, event promotion, website design, and digital content creation. Skilled in social media support and eager to use generative AI tools for developing marketing content. Combines visual creativity with strong organization and follow-through.

SKILLS

Content Creation & Visual Media

- Photography (Events, Product, Branding) • Video Production & Editing • Visual Storytelling • Promotional Content

Digital & Social Media

- Social Media Content Creation • Website Design & Maintenance • Email & Newsletter Content • Branding Support

General Office

- Microsoft Office, Adobe Acrobat Pro, QuickBooks, Scheduling

Creative Tools

- Affinity Creative Suite • Adobe Creative Suite • Canva • Capture One • Corel Video Studio • Adobe Express

AI for Content Development

- Generative AI for Social Media & Marketing Content • AI Prompting • Content Ideation & Strategy Support

Coordination & Execution

- Event Promotion • Project Organization • Cross-Functional Collaboration • Deadline Management

EDUCATION

BA - Psychology, University of Central Florida – Orlando, FL

AA - (Photo)Journalism, Palm Beach State College – Palm Beach Gardens, FL

Internship, Palm Beach Post Photo Department – West Palm Beach, FL

CERTIFICATES

AI Prompting, Florida International University Continuing Education

Digital Marketing, Digital Marketing Institute

RELEVANT WORK EXPERIENCE

PHOTOGRAPHER

Scott Giddens Photography [weekends]

Palm Beach Gardens, FL

Aug. 2015 - Present

- Produce photography and video content for events, small businesses, real estate, automotive, and clients.
- Develop visual content tailored for websites, social media platforms, and promotional campaigns.
- Collaborate with clients to align imagery and video with brand messaging and marketing goals.
- Edit and deliver high-quality digital assets using professional creative software.
- Manage website updates, portfolio presentation, and online content promotion.
- Logo and Graphics using Affinity Publisher, Adobe Express and Canva
- Website: <https://www.scottgiddens.photography>

EVENT COORDINATOR

Outlanders [weekends]

Palm Beach Gardens, FL

Sept. 2005 - Apr. 2016

- Founded and led a 501(c)3 nonprofit organization focused on outdoor recreation, building a sustained community presence over 10+ years.
- Planned and coordinated monthly events, managing logistics, scheduling, and participant communication.
- Promoted events through social media, email campaigns, website updates, and printed materials.
- Created visual and written content to drive engagement and increase event participation.
- Collaborated with board members to support organizational growth and outreach initiatives.
- Developed promotional content across digital and print channels to increase community engagement.
- Managed website updates and social media messaging to maintain consistent brand presence.

LEGAL ASSISTANT / PROJECT COORDINATOR

Vastola Legal / Solutions Mediation

Stuart, FL

Dec. 2023 – Dec. 2025

- Coordinated logistics for mock jury trials, overseeing juror recruitment, technology setup, and video documentation to ensure seamless trial simulations.
- Leveraged AI tools (ChatGPT) to develop over 100 pages of content for Solutions Mediation, including a business plan, marketing strategy, competitive analysis, and 12-month financial forecast, logo design, etc.
- Scheduled Depositions, Mediations, and pre-trial conferences between all parties involved ensuring no conflicts.
- Organized, edited, and redacted confidential legal documents in Adobe Acrobat Pro; created secure e-signature workflows and fillable forms to streamline client document handling.
- Directed and photographed attorneys and staff for billboard, website, social media campaigns, enhancing firm branding and public visibility.
- Requested medical records
- E-filed court documents prepared by the Paralegal and approved by the Attorney

MARKETING ASSISTANT

Farsight Communications

Palm Beach Gardens, FL

- Produced printed catalogs and newsletters, managing layout, design, and bulk distribution.
- Product photography to support promotional materials and sales campaigns and website.
- Designed and maintained the company's first website.
- Assisted with branding and marketing materials for an environmental nonprofit, including quarterly newsletters, website content, and event photography.
- Supported customers with the design and layout of business cards, brochures, flyers, and marketing collateral.

OTHER WORK EXPERIENCE

(Temporary jobs <6 months not listed)

RESERVATION SPECIALIST

CLC Lodging / Fleetcor

Palm Beach Gardens, FL

April 2022 – Dec. 2022

- Designed an Excel spreadsheet with V-Lookup tables of nearly 4000 hotels in FL, rate calculations and contact info that streamlined booking workflow, cutting reservation processing time by 30% within 45 days of hire.
- Coordinated lodging for large-scale utility crews during Hurricanes Ian and Nicole, ensuring rapid placement under emergency conditions.

COURT SPECIALIST III

Clerk and Comptroller, Palm Beach County

West Palm Beach, FL

May 2018 – Oct. 2020

- Entered and processed 80-100 legal documents per day with high accuracy, meeting strict compliance deadlines.
- Scheduled and coordinated court hearings across multiple departments.
- Scanned, indexed, and maintained official documents for long-term accessibility and audit readiness.

COORDINATOR

ChildNet (10/12-1/18)

West Palm Beach, FL

Mar. 2008 – Jan. 2018

Child & Family Connections (3/08 – 9/12)

(Child and Family Connections was acquired by ChildNet in October 2012. Both are the main contractor for the FL Dept. Of Children and Families in Palm Beach County. IE, same job, same building, different management and different name.)

- Oversaw service coordination for up to 50 active foster care cases at a time
- Assigned and tracked workloads for a 7-member team, maintaining 95% on-time completion rates.
- Built and maintained Excel tracking systems to monitor project status and deadlines.
- Communicated effectively with parents, case managers, supervisors, attorneys, and judges to resolve barriers.
- Took photos at several events per year for the website and social media.

INTERESTS AND SPECIAL PROJECTS

PHOTOGRAPHER

International Christian Film Festival

Orlando, FL

May 2026

- Served on the Media Team taking 6000 photos for a week-long conference in Orlando, including headshots, red carpet and awards ceremony and event candids. Also volunteered in 2018.
- Attended workshops on using AI in Films, Screenwriting, Animation, Film Making, Music Scoring in Film, Intellectual Property, and Distribution.

PHOTOGRAPHER

Movies Making a Difference

Palm Beach, FL

2018-present

- Regular volunteer for awards ceremony, fundraising events, and behind the scenes photos of a few filmings.

CREW

The Dream Factory

West Palm Beach, FL

- Crew member for filming a pilot tv show, IMDB #nm9582602