

SCOTT ATTULA

Anaheim, CA

 /SCOTT-ATTULA  scott@scottattula.com  http://www.scottattula.com

Experienced content producer with nearly fifteen years of experience in video production. Other content experience includes writing, graphic design, motion graphics, photography, and social media content creation. Recent Disney Aspire graduate with a Master's in Communication Management.

EDUCATION

MASTER'S OF ARTS - COMMUNICATION MANAGEMENT

EMPHASIS: MARKETING
COMMUNICATION
UNIVERSITY OF DENVER
(DISNEY ASPIRE)

BACHELOR'S OF SCIENCE - BUSINESS MANAGEMENT

EMPHASIS: SOCIAL MEDIA
MARKETING
BRIGHAM YOUNG
UNIVERSITY - IDAHO

SKILLS

-  Social Media Content
-  Content and Copywriting
-  Visual Design
-  Video Production
-  Adobe Creative Suite
-  Microsoft Office
-  Google Suite

PROFESSIONAL EXPERIENCE

CUSTODIAL GUEST SERVICES

DISNEYLAND RESORT | 2019 – PRESENT

- Edited an internal cast showcase video at the direction of Disneyland Park Operations leadership. Content covered courtesy and its importance in each role at the resort. Leadership provided around 100 clips of cast interviews to edit into 3-minute runtime. Played during an all-salary meeting.
- Designed prototype tools for Disneyland Custodial. Developed and delivered 3D printed prototypes to test in-park. Prototypes are now well-integrated into operations, reducing response times.
- Created support documents for cast, including a stylized newspaper/bulletin (“Main Street Sweep”) and position/training documents with custom designs. Documents are utilized daily to expedite understanding of individual tasks for newer cast members.

WALT DISNEY WORLD RESORT | 2014 – 2015

MARKETING, COMMUNICATIONS, PHOTOGRAPHY, VIDEO PRODUCTION

FREELANCE | 2017 – PRESENT

- Versatile author: writing, editing, photography, video production
- Utilizing administrative and time management skills to coordinate multiple projects and team members. Projects require coordinating various elements (photo, video, etc), competing priorities, and tight deadlines. Articles and videos regularly require being start to finish in just a few hours.
- Clients include MiceChat, Garner Holt Foundation, and Shane Grammar.
- Photographed, filmed, and contributed to around 100 articles. Lead author/producer on articles/media for Knott's Berry Farm and Universal Studios Hollywood for a publication that reaches 3+ million monthly page views.

MARKETING DIRECTOR

THE COOP | 2018 – 2018

- Led development and execution of overall marketing/company launch plan. Developed goals, objectives, campaign initiatives, and market research plans.
- Primary producer, designer, video/photographer on all branding, promotions, advertisements, etc.
- Managed a successful “Waffle Wednesday” campaign that consistently doubled sales on Wednesdays, even after promotion ended.

MARKETING COORDINATOR INTERNSHIP

DICK VAN DYKE FOUNDATION | 2017 – 2017

- Producer of promotional campaign for the sold-out “A Night with Dick Van Dyke” event.
- Created digital and social media marketing content. Primary developer on animated advertisement. Prioritized deadlines to complete project within a 2-week limit— led to a sold-out event.