

CALEB (KIX) SCOTT

[423] 946 3496 | cbkscott@gmail.com | 253 Ollie Collins Rd, Elizabethton, TN 37643

OBJECTIVE

My time in my undergraduate and graduate studies, along with my real-world experiences, has helped me develop a strong foundation in the principles of advertising and branding. I am passionate about storytelling and aim to create innovative, research-focused campaigns. I am detail-oriented and skilled at crafting a cohesive message across social media, email, and print platforms. I continuously learn and challenge myself to stay updated with the latest technology and industry trends, ensuring my skill set stays sharp.

EXPERIENCE

ETSU National Alumni Association

Communications, Marketing, and Events Graduate Assistant | August 2023 – May 2025

- Leverage CRM analytics to optimize marketing campaigns and member engagement, while managing digital content strategy across multiple platforms for alumni events and programs.
- Use the alumni CRM to maintain profiles and up-to-date contact and communication preferences.
- Deliver weekly analytics reports on website and social media performance.
- Design engaging content and graphics for alumni events, boosting participation.
- Coordinate and execute alumni events, ensuring seamless operations.

Beacon Financial Credit Union

Marketing Coordinator | June 2022 – Present

- Work closely with executive leadership to curate the credit union's desired brand image.
- Maintaining and growing brand social media accounts & creating monthly analytics reports.
- Create marketing material like brochures, rack cards, banners, and website maintenance.
- Create outdoor and digital advertising like billboards, social media, Google search, and email campaigns.
- Help in event planning and execution.

EDUCATION

M. A. – Brand and Media Strategy

East Tennessee State University | August 2023 – May 2025

- GPA 3.97
- Purpose-Driven Brand Storytelling Certification via Brand Storytelling

B. A. – Media and Communication, Advertising and Public Relations

East Tennessee State University | August 2019 – May 2023

- Summa Cum Laude | GPA 3.9
- Adobe Certified Professional in Print & Digital Media Publication Using Adobe InDesign via Adobe

AWARDS, ACKNOWLEDGMENTS, AND PROJECTS

“Outstanding Graduate Award for Brand Insight Impact” ETSU Media and Communication Department | May 2025

“Outstanding Student in Advertising & Public Relations” ETSU Media and Communication Department | May 2023

National Student Advertising Competition (NSAC) Sponsored by Indeed Semi-Finalist | January 2023 – April 2023

National Student Advertising Competition (NSAC) Sponsored by Meta Quest Finalist | January 2022 - June 2022

SKILLS

Problem Solving; Project Management; Cross-Team Collaboration; Communicative; Attention to Detail; Leadership; Multitasking; Research Skills; Computer and Software Efficiency; Copy Writing and Editing; CRM Proficiency; Adaptability