

# AMIRI SCRUTCHIN

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## EDUCATION

### Columbia University

B.A. in Film and Media Studies and Visual Arts

New York, NY

Graduated: May 2023

## WORK EXPERIENCE

### Milad Media

Remote

Creative Marketing Assistant

Feb 2025 – Present

- Crafted compelling brand identities and creative assets for clients such as Restivo Jewelers, ensuring cohesive storytelling and visual consistency across platforms and a 60% conversion rate in email marketing campaigns.
- Designed promotional graphics, motion graphics, and video content, utilizing Adobe Creative Suite, Figma, and Canva to enhance brand messaging for clients such as The Dandelion Journals, ensuring 100% of their Vietnam trip was filled within a week.
- Utilized project management tools (Monday.com, Asana, Slack) to streamline workflow, track progress, and improve team collaboration, ensuring all tasks are completed on time for clients such as Barkgata who needed a full launch by the end of the week.

### Free Agency

New York, NY

Content Strategist

Oct 2024 – Present

- Managed end-to-end editing for multiple episodes of series including Three Course Founders and The Feedback Loop, ensuring high production quality and consistency across episodes.
- Created platform-specific video edits for social media by utilizing Tableau and Power BI to derive business insights and adapt episode content to optimize engagement and reach on multiple platforms, expanding the series' digital footprint.
- Developed and integrated motion graphics, enhancing visual storytelling and creating dynamic, engaging content tailored for social media

### Sand and Hills LLC

Houston, TX

Social Media Manager

Sep 2023 – Oct 2024

- Implemented SEO strategies to optimize website visibility, resulting in a 70% increase in website traffic and a 25% boost in bookings.
- Managed a monthly newsletter, ensuring timely and effective communication with both existing and prospecting clients.
- Developed strategic social media campaigns that led to a 30% increase in engagement, resulting in partnerships with 5 new vacation companies in the area.

### Wallach Art Gallery

New York, NY

Gallery Assistant

Sep 2019 – July 2023

- Digitized and archived over 60% of past exhibitions by transferring physical records into an organized digital database, enhancing accessibility and preservation of historical exhibitions for future research and display which resulted in more intuitive UI & UX design.
- Photographed exhibitions to create high-quality visual documentation for marketing, archival, and promotional purposes
- Maintained and streamlined financial records to ensure accuracy and compliance with institutional and budgetary guidelines, contributing to the gallery's efficient financial management.

## PROJECT EXPERIENCE

### Pickpocket

Houston, TX

Creator

Dec 2023 – Present

- Directed character design, collaborating with artists to create 10 distinctive, relatable characters that visually and thematically aligned with the series' tone and setting.
- Led a multidisciplinary team of writers and artists, overseeing all stages of production from initial concept through to final execution, ensuring 100% of project objectives and deadlines were met.
- Developed brand strategy, creating a distinctive and cohesive brand identity that aligned with both the project's artistic vision and its market positioning, driving audience engagement to up 1000% and building brand awareness to develop partnerships.

### Abolish

New York, NY

Director and Editor

Jan 2022 – May 2022

- Oversaw all aspects of the film's direction, ensuring that each shot and scene aligned with the creative vision and accurately represented the brand's ethos, resulting in an increase in social media retention and engagement.
- Coordinated intricate scheduling across 10+ locations for a multicultural cast while meeting 100% of production deadlines

## LEADERSHIP ROLES

### Hispanic Scholarship Fund

Los Angeles, CA

Mentor | Scholar | Alumni

Oct 2019 – Present

- Mentored over 40 students of color through college advising, panel discussions, and conferences resulting in being a finalist for the Leaders in Education Award in 2023

### Academic Success Program @ Columbia

New York, NY

Residential Counselor

June 2023 – Aug 2023

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- Budgeted upwards of \$10,000, ensuring optimal utilization for event logistics, supplies, and meals for 70 students.
  - Mentored 70 students in collegiate level writing and literary analysis.
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## SKILLS:

**Technical:** JavaScript, HTML, CSS, Python, Java, SQL, Webflow, RobotC, Tableau, SQL, MATLAB

**Design:** Adobe Creative Suite, Figma, Blender, Animation, Character Rigging, Motion Design, Motion Graphics, Storyboarding, Sound Design, Video Editing, Color Grading and Correction, Videography, Scriptwriting, Web Design, Graphic Design, Photography

**Marketing:** Content Strategy and Planning, SEO, Metadata Optimization, Cross-Platform Optimization, Microsoft Suite, Email Marketing, Media Campaign Management, Project Management, Brand Management, Brand Partnerships, Asana, Canva, PowerBI, LinkedIn Sales Nav