

# Aidan Scheer

FRONT-END DEVELOPER AND SOCIAL MEDIA MARKETER

## Profile

Motivated Interactive Media Studies student with a strong background in eSports, Web Development, Information Technology and Customer Service. Looking to find a role with an innovative company that will allow me to gain professional experience and help mold future career opportunities.

## Education

### Bachelors in Interactive Media Studies

#### Miami University, Oxford, OH

AUGUST 2017 – AUGUST 2021

- Coursework in Website Development, UI/UX, Social Media Marketing, and eSports.
- Dean's List Fall Semester, 2020.
- Member of Miami University eSports Club, 2017-2021.
- Elected Captain of League of Legends Club Team, 2018-2021.

## Employment History

### UX and Digital Content Coordinator, Winwood Properties, Lakewood, OH

APRIL 2020 – AUGUST 2020

- Created and managed a project management board for maintenance requests.
- Assisted in user testing for Winwood's new website.
- Prepared a library of digital media for use on social platforms and other promotional content.

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APRIL 2020 – AUGUST 2020

- In charge of promotional content for the Macedonia office branch.
- Created engaging media to keep the real estate office in the forefront of Northeast Ohio.
- Creating eye-catching graphics through Adobe Creative Suite.

### Public Relations Manager of Varsity eSports, Miami University, Oxford, OH

AUGUST 2019 – MAY 2020

- Defined and achieved project and overall organizational vision, strategies and tactics, including handling a PR campaign which raised awareness around campus.
- Hosted high school students interested in eSports; led tours and hosted Q&A sessions.
- Organized community events around campus, such as watch parties and tryout sessions.
- Helped establish the program as a brand, unifying messages and preparing for the future.

### IT Internship, Howard Hanna, Mayfield Heights, OH

MAY 2017 – JULY 2019

- Imaged new PCs; Re-imaged older devices in need of upgrades.
- Migrated and formatted all emails and new data from a purchased company.
- Updated Howard Hanna's current Ohio agent in Active Directory.
- Shadowed desktop support staff on regional office visits.

## Volunteer Work

### eSports Club Volunteer, Miami University, Oxford, OH

JANUARY 2019 – PRESENT

- Assisted executive officers with tournament and event planning.
- Assisted executive officers with transitioning programs into a suitable and professional online experience.
- Operated check-in kiosks at events to promote sponsorships and community events.
- Helped build and take down decorations and technology for campus events.

## Details

Moreland Hills, OH, 44022

216-407-3461

[scheera2@miamioh.edu](mailto:scheera2@miamioh.edu)

## Links

[aidanscheer.com](http://aidanscheer.com)

[linkedin.com/in/aidan-scheer](https://www.linkedin.com/in/aidan-scheer)

[GitHub: scheera2](https://github.com/scheera2)

## Skills

- HTML & CSS
- Javascript
- jQuery
- Java
- Git & GitHub
- Social Media Marketing
- Social Media Analytics
- Twitch & Livestreaming
- eSports Tournament Management
- Micosoft Office
- Google Suite
- Adobe Suite

## Certifications

### Google Analytics Certified

Google - March 2021

### SEMrush SEO Toolkit

Semrush - February 2021

### Hootsuite Platform Certification

Hootsuite - March 2021

### Social Marketing Certification

Hootsuite - March 2021