SCOTT FERGUSON

sferg@voicedirectonline.com

Orlando, Florida

**Creative Director**:

With extensive experience in TV, Concert, and live event production, I bring a seasoned and multifaceted skill set to the entertainment industry. From concept to fruition, I specialize in creative design and production management, consistently delivering exceptional results that meet both creative vision and technical excellence.

My background includes collaborating with Fortune 500 companies, leveraging a deep understanding of business needs, and a proven ability to drive innovation in high-pressure environments. Whether working on large-scale productions, intimate performances, or corporate events, I have a track record of transforming ideas into captivating live experiences.

**Skills and Applications**:

Adobe Creative Cloud, Graphic design, Adobe Photoshop, creative content development, Final Draft, Ableton Live 12, Stage plotting and design, Narrative writing, Copywriting, Instagram, Script Supervision, problem-solving, active listening, Microsoft 365 Productivity Suite, video editing, proofreading, media communications.

**Education:**

Baldwin Wallace University, BFA, Political Science, May 1999

Full Sail University, Media Communications, Creative Writing concentration, Certificate, expected graduation date February 2025

**Experience:**

**OmniSource Events, Inc., New York, NY**

**Event Producer/ Production Manager-**

Responsible for the creation and execution of Positive Experiential Marketing Initiatives. Liaised with sponsor Creative/Marketing team in event creation and execution.

Technical Director during show execution.

Led Advance Team with venues and local governments.

Organized schedules for technicians and talent.

**Walt Disney World Entertainment/ Disney Event Group, Orlando, FL**

**Event Stage Manager-**

In charge of the creation and execution of Shows, Concerts, Events, and Convention Entertainment Events.

Technical Director during show execution.

Negotiated contracts with vendors and talent.

Organized schedules for technicians and talent.

**Crescent Moon Productions, Cleveland, OH**

**Tour Manager**

Implemented a Brand Marketing program for co-sponsors Blimpie Subs and General Motors. The program consisted of a concert tour of the United States with a full stage, lighting, video, and sound rig with talent provided by J Records. The concept was to marry a brand with a socially significant event to increase brand awareness.

**VoiceDirect, Orlando, FL**

**President & CEO, Voice Over Actor-**

Performed as voice talent, Creative writing, Copywriting, Casting voice-actors

Negotiated contracts for voice talent with sponsors.

Organized schedules for voice actors.

**WNWV 107.3 FM The Wave, Cleveland, OH**

**On-air radio Personality**

Hosted the prime-time radio show “Cleveland After Dark on a Smooth Jazz format station.” Audio recording and editing, Creative writing, Copywriting, Developing and recording commercials for sponsor companies.

**Scriptwriting/ Script Supervisor** - Freelance – 2022-2024 – Greater Washington Urban League.

Served as Lead Scriptwriter for the GWUL Trust In Equity Awards Gala in Washington, DC.

**Relevant Continuing Education:**

**Introduction to Media Communication and Technologies**- 4 Credits-Introduced to industry-production tools and techniques. Concentration of study in the media-campaign creation process and the impact of new media technologies.

**Multimedia Storytelling**- 4 Credits-Familiarized with the creative structure of the visual medium. Learned the building blocks of visual storytelling, such as how to communicate moods, emotions, ideas, sounds, and scenery through props

**New Media Tools-** 4 Credits-Gained an understanding of new media's unique possibilities and challenges by learning the technology, techniques, and methods of storytelling on multimedia platforms.

**Creative Skills Development-** Provided the tools for developing a creative method.