

# **Scott Anderson**

## **Dimz Inc Content Creator**

### **cover letter**

SCAN TO VIEW MY  
CHICKEN SHOP  
DATE!



Hi Amelia,

My name is Scott and I am writing to you to convey my interest in the current vacancy for a content creator at Dimz Inc.

As you can see from my attached CV, I have 8 years of experience within social media and marketing roles across multiple industries and, coupled with my self-employed endeavours as a Hip-Hop/R&B DJ, the role aligns directly with my interests!

In my current role as a "Media Consultant and Sales Manager", I am responsible for all digital output within the hospitality business I work for and have successfully doubled their Instagram following in a year. I have been solely responsible for brand development and exposure (with viral campaigns reaching as far as popular personalities Cher and Greg James, as well as being the creator of all digital and print content for online social platforms, website, promotional materials and menus. From a DJ angle, in the last 12 months alone, I have DJ'd online parties for artists such as Ja Rule, released a remix album with DJ Martin 2 Smoove entitled "Summer Friends" (hosted by Romesh Ranganathan) and become a resident DJ on Sway in the Morning - via Eminem's Shade 45 radio station.

I have worked closely with brand ambassadors throughout my career, and therefore know how best to approach clients in order to ensure the appropriate brand exposure is gained. I have a keen eye for audience demographics and am competent across different softwares and platforms when executing creative ideas.

I feel that my extensive knowledge from working in a sales & events, digital marketing and social media orientated role, as well as my knowledge of the industry from being immersed in the culture of live entertainment would be directly transferable to the job on offer. Paired with my eagerness to learn and my own investment in all Dimz Inc content (the Raleigh Ritchie Chicken Shop Date and Chunkz episode of Amelia's Cooking Show are personal favourites), I believe I make a strong candidate for the position.

Thank you for your time and consideration. I look forward to hearing from you to discuss my application further.

Yours faithfully,  
Scott Anderson

## **Takeaway - contact me**

22 Gorse Circle, Portlethen, Aberdeenshire, AB12 4WB

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## Starters

### INTRODUCTION

A DMI certified digital marketing professional with a BA (Hons) in Media Studies. Equipped with skills in Final Cut Pro and Photoshop amongst others, for use throughout the media and communications industry. These skills, alongside a keen interest in design, has led to a career working within social media and marketing consultancy throughout the last 8 years at a management level. Highly motivated, ambitious and keen to constantly develop my skills while contributing to the industry.

In my spare time I am also a self-employed 30 year old DJ (professionally known as HomeAlone) from Aberdeen, Scotland who has supported the likes of – future Chicken Shop Date participant – Drake, The Weeknd and Lily Allen.

In recent years I have made multiple appearances across BBC 1XTRA & KISS FM (and was recently made a resident DJ on Eminem's Shade 45 station). I have played esteemed events and venues such as Ibiza Rocks Hotel San Antonio, Ministry of Sound Nightclub and the O2 Arena – while also working alongside major brands such as Vapianos Restaurants, Magners Cider and Hugo Boss.



## Nutritional Information

### EDUCATION

#### UNDERGRAD POSTGRAD

BA (Hons) Media Studies (2:1)  
September 2009 – May 2013  
Robert Gordon University, Aberdeen  
Key Modules: Marketing; Advertising  
Communication; Web Design;  
Media Management; Communication Design  
and Interactive Media Project.

CDMP – Digital Marketing Institute  
May 2020 – August 2020  
Studied a short term course in Strategic  
Digital Marketing at the Robert Gordon  
University School of Creative & Cultural  
Business prior to accreditation as a Certified  
Digital Marketing Professional from the DMI.



# **Mains**

## **Relevant Work Experience**

### **Freelance Newsdesk Editor**

September 2012 – February 2013  
Station House Media Unit, Aberdeen

Composed and edited news pieces for radio use.  
Frequently hosted shows and contributed to on-air  
pieces (often at short notice).

### **Social Media and Marketing Manager**

September 2013 – March 2015  
Attic Clothing, Aberdeen

Managed all social media and marketing output  
throughout the company.  
Undertook all design and web management work while  
communicating ideas to upper management.

### **Online Media/Design Assistant**

June 2011 – present  
The Little Kicks (band), Aberdeen

Filmed and edited music videos for commercial use.  
Worked with the band to expand their online presence  
through social media platforms.  
Assisted in the marketing of the band's latest album  
release, focusing especially on targeting relevant  
contacts within the industry through online and physical  
marketing in the aim of creating a synchronised,  
professional campaign.

### **Director and Founder**

January 2012 – present  
HomeAlone (Online, initially, before developing into a  
DJ career)

Manages all administrative work such as diaries and  
accounts.  
Liaises with venue owners, artists and other DJs to  
communicate ideas and work schedules.  
Stays on top of current musical trends.

### **Director and Founder**

March 2020 – March 2021  
Shutdown FM (Online platform as a response to the  
COVID-19 lockdown)

Created and developed audio/visual content with the  
aim of providing entertainment to the public during  
the COVID-19 pandemic.  
Managed a team of designers/ video editors and  
marketers to ensure content was delivered on time  
and to a sizable audience.

### **Media Consultant/ Sales Management**

August 2020 – present  
Siberia Bar, Aberdeen

Manages all social media and marketing output.  
Manages inbound calls and reservations using  
Resdiary.  
Creates and upholds new key customer relationships  
across the bar and hotel, and being the general face of  
the business from meetings with suppliers and reps, to  
potential customers.  
Designs and implements email marketing strategies  
through Mailchimp.  
Creates all digital content and maintains the company  
website via wordpress.  
Increases brand awareness.  
Sets and hits targets for pre-booked revenue.  
Organises and successfully hosts corporate events;  
pop up bars, canapés, drinks receptions and more, for  
up to 100 guests.  
Replies to all reviews to ensure customer satisfaction.

SCAN FOR  
VIDEO CONTENT  
& MORE



## **Dessert Key Skills**

### **Communication and Creativity**

Experienced in design and marketing methods and  
consistently looking to improve at both.  
High understanding of the importance of creativity  
and hard work in the ever-changing media industry.

### **Teamwork**

Contributes well within team projects, frequently  
taking the job of team leader/supervisor.

### **Organisational and Time Management**

Projects and reports consistently handed in on time  
and to a high standard.

**We  
recommend  
the 6pc Nuggets**

**and Lucazoid  
deal!**

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**References available on request.**