



# TRENTON SCROGGINS

6665 N. County Rd. 850 E. | Milan, IN | 47031  
TrentonKBScroggins@gmail.com | 812.493.6834

GRAPHIC DESIGNER + STORYTELLER + MARKETER

## PERSONAL SKILLS

Self-motivated servant leader  
Compassionate & collaborative  
Multicultural awareness

## TECHNICAL SKILLS

Storytelling  
Multimedia design  
Documentary photography  
Brand awareness  
Omnichannel marketing  
KPI & marketing strategy  
Communication with third-party  
marketing/print agencies

## CURRENTLY LEARNING

Digital illustration  
Motion Graphics  
2D & 3D Animation

## SOFTWARE

Adobe Creative Suite   Figma   Procreate  
Procreate Dreams   Blender   Wordpress  
CPanel   Elementor   Bricksbuilder  
Active Campaign   Constant Contact  
Hootsuite   ClickUp   Monday.com

## EDUCATION

Bachelor of Science ——— 2018  
Photojournalism | Ball State University

## EXPERIENCE

*2023 - Present*

### Director of Digital Engagement | Archdiocese of Cincinnati

Served on a collaborative creative team that led a multi-organizational, state-wide campaign by developing compelling marketing strategy, content, and campaign assets. Led the creation and design of daily and weekly email content. Directed the introduction of internal departments to a new, universal email marketing software, while managing training and daily troubleshooting. Developed a company-wide, branded email subscription management landing page alongside a digital marketing directory.

*2021 - 2023*

### Coordinator of Parish Marketing & Media | St. Elizabeth Seton

Strategically directed a communications team that led one of Indiana's largest Catholic churches in the restructuring of its communications, branding, photography, and multichannel marketing efforts. Increased email newsletter readership (56% increase, 2021 - 2023), social media following (10% increase, 2022), and content engagement (13% increase, 2022).

*2020 - 2021*

### Director of Communications | Marian High School

Transformed a large high school's marketing outreach during and following the COVID-19 Pandemic through dynamic branding, multimedia design and photography, storytelling, and multichannel marketing.

*2018 - 2020*

### Freelancer & Staff Reporter | The Madison Courier

Captured the powerful impact of common people through community networking, multimedia storytelling, and documentary photography, while aiding the fast-paced team that laid the foundation for the daily newspaper's digital future.



Scan to view portfolio or visit  
[www.trentonscroggins.com](http://www.trentonscroggins.com)



# TRENTON SCROGGINS

6665 N. County Rd. 850 E. | Milan, IN | 47031  
TrentonKBScroggins@gmail.com | 812.493.6834

GRAPHIC DESIGNER + STORYTELLER + MARKETER

## PERSONAL SKILLS

Self-motivated servant leader  
Compassionate & collaborative  
Multicultural awareness

## TECHNICAL SKILLS

Storytelling  
Multimedia design  
Documentary photography  
Brand awareness  
Omnichannel marketing  
KPI & marketing strategy  
Communication with third-party  
marketing/print agencies

## CURRENTLY LEARNING

Digital illustration  
Motion Graphics  
2D & 3D Animation

## SOFTWARE

Adobe Creative Suite   Figma   Procreate  
Procreate Dreams   Blender   Wordpress  
CPanel   Elementor   Bricksbuilder  
Active Campaign   Constant Contact  
Hootsuite   ClickUp   Monday.com

## EDUCATION

Bachelor of Science ——— 2018  
Photojournalism | Ball State University

## REFERENCES

### MAGGIE HILLERY | The Madison Courier

Previous Supervisor, Interim Editor  
mhillery@gmail.com  
812.701.2647

### KEVIN SWEENEY | St. Elizabeth Seton

Previous Supervisor, Director of Operations  
ksweeney@spxparish.org  
317.442.5530

### CARL BROWN | Archdiocese of Cincinnati

Coworker, Director of Operations  
cbrown@catholicaoc.org  
513.801.9130

### KIERA GIBBONS | Archdiocese of Cincinnati

Coworker, Communications Manager  
kgibbons@catholicaoc.org  
719.849.0405



Scan to view portfolio or visit  
[www.trentonscroggins.com](http://www.trentonscroggins.com)