

# TRENTON SCROGGINS

trentonkbscroggins@gmail.com  
www.trentonscroggins.com  
812.493.6834

## MULTIMEDIA STORYTELLER + MARKETING STRATEGIST

## VISIT PORTFOLIO



### EXPERIENCE

#### Product & Marketing Content Strategist | Vehicle Service Group (Current)

Serve as the head of content and product marketing launches for five established global brands:

- Increased digital content engagement for large global audiences with no pay-boosting.
- Led product marketing launches, project management, core content development, and asset curation.
- Assisted in planning, developing, launching, and managing Rotary Solutions' new website.
- Spearheaded marketing requests on extremely tight deadlines from major internal and external stakeholders, while assisting in digital and print campaign development.

#### Director of Digital Engagement | Archdiocese of Cincinnati (2023-24)

Led the digital marketing strategy and transformation of one of Ohio's largest Catholic dioceses:

- Increased email advertising engagement by over 100%.
- Engaged over 185k digital and print subscribers through email advertising and multimedia content curation and creation; implemented strategies that re-engaged over 20k inactive subscribers.
- Transitioned all departments to a single, unified email marketing and analytics platform, provided training, and implemented a new content management system for more effective content sharing.
- Led the ideation and creation of campaign landing pages and marketing assets while fulfilling the needs of key internal and external stakeholders through collaboration with an external marketing firm.
- Mentored the archdiocesan social media manager, while providing digital strategy and analytics for all digital efforts.

#### Coordinator of Marketing & Media | St. Elizabeth Seton Church (2021-23)

Strategically directed the restructuring of one of Indiana's largest Catholic church's communications, branding, and multichannel marketing efforts:

- Increased social media following by 10%, content engagement by 13%, and email newsletter readership by 56%.
- Rebuilt a convoluted, multi-audience website to engage each audience through clear, common-sense user journeys.
- Captured short-form videos, produced multimedia stories, designed print and digital assets, and created custom content for multiple channels.

#### Director of Communications | Marian High School (2020-21)

Transformed a large high school's marketing outreach through the COVID-19 Pandemic.

#### Staff Reporter & Freelancer | The Madison Courier (2018-20)

#### Assistant Online Editor | Ball Bearings Magazine (2014-16)

### SKILLS

Self-Motivated Servant Leader

Multimedia Storytelling

User-Journey &  
Multichannel Marketing

Marketing Strategy

Email Marketing & Automation

Landing Page Development

Social Media Strategy &  
Content Creation

Internal & External  
Stakeholder Relations

Brand Awareness

Graphic Design

Photography

Short-Form Videography

Project Management

Digital Asset Management

### SOFTWARE

Adobe Creative Suite, Figma, N8N,

WordPress, Active Campaign,

Social Media (Hootsuite, Facebook,

Instagram, LinkedIn, X, YouTube,

etc.), UseMotion, Anthology, and More

### CURRENTLY LEARNING

Digital Illustration

Animation

### EDUCATION

Bachelor of Science 2018  
Photojournalism: Ball State University