

Scott E. Baker
scottbaker@gmail.com
<http://www.scottbaker.com>

Employment

01/08 - Present [BRIGHTCOVE, INC. | Seattle, WA]

Strategic Account Director at Brightcove

- I help customers of all sizes maximize their use of the Brightcove platform; providing business and technical consultation, monetization strategies, introducing partner opportunities, and managing the life cycle of the client relationship
- Responsible for annual contract renewals and add-on sales opportunities
- Recognized as top performer in company, including account manager of the quarter for Q2 and Q4, 2009

5/05 – 01/08 [BOSTON.COM | Boston, MA]

Senior Product Manager

- Led Boston.com online video strategy
- Created video product plan and requirements documentation
- Developed video advertising opportunities and served as sales engineer, as needed
- Account manager and consultant for Boston.com media partners, NECN and NESN
- Managed product roadmaps and monthly reports for internal and external stakeholders
- Trained web and news staff in video production and publishing

3/02 – 5/05 [TIME WARNER CABLE | Portland, ME]

Senior Producer, Time Warner Cable

- Responsible for the creation of original multimedia content published at aroundmaine.com, a service of Time Warner Cable of Maine
- Worked with Marketing Department to develop microsites promoting Time Warner Cable products, services, promotions, and partnerships
- Edited columns and articles submitted by staff and freelance contributors
- Developed and redesigned Road Runner's high-speed data solutions provider website showcasing TWC's product offerings

4/00 - 10/01 [STREAMING MEDIA, INC. | San Francisco, CA]

Tech Editor: Streaming Media Magazine and streamingmedia.com

- Responsible for assigning/tracking/editing technical tutorials, features and case studies specific to digital media
- Managed freelance staff through production cycle for magazine and web publication
- Wrote technical case studies, daily news, editorials and site reviews for magazine and website publication
- Developed, designed and presented streaming media training seminars worldwide at Streaming Media, Inc. conferences
- Writer/contributor for research reports developed in-house

12/99 - 5/00 [SNOWBALL.COM | San Francisco, CA]

Editor: InsideGuide.com (formerly a division of IGN)

- Responsible for writing and packaging editorial content for InsideGuide.com
- Managed freelance staff through production cycle for web publication
- Worked with Marketing Dept. to publicize contests, partnerships, and Snowball.com sponsored events

8/98 – 12/99 [RAINDANCE COMMUNICATIONS | Boulder, CO]

Operations Manager: 5/99 - 12/99

- Managed six-member team responsible for customer support of all Evoke web-enhanced conferencing issues and audio/video streaming services
- Served as sales engineer with account management, as needed
- Developed white paper and intranet-based documentation for support procedures
- Cross-departmental product support and training

Operations Technician: 8/98 - 5/99

- Produced and project-managed on-demand audio/video streaming content for entertainment sites and corporate training purposes

9/96 – 8/98 [XILINX INCORPORATED | Boulder, CO]

Hardware Test Tech/ Intranet Developer

- Assembled and tested Xilinx hardware and peripherals for quality assurance purposes
- Developed technical training manual for testing Xilinx products
- Designed and maintained departmental web pages for Xilinx Intranet

12/95 – 8/96 [PEACE RIVER STUDIOS | Cambridge, MA]

Production Assistant

- Research/Development of multimedia projects for wildlife refuges; "From the Forest to the Sea" (Seawee, SC) & "Night Walk" (Wichita, KS)
- Constructed QuickTime VR and panoramic camera equipment in-house
- Provided technical support for customers using Peace River Studios equipment
- Production assistant for multimedia and object capture projects at local museums