

SCOTT SMITH

CREATIVE DIRECTOR

Integrated Campaigns, Brand & Digital

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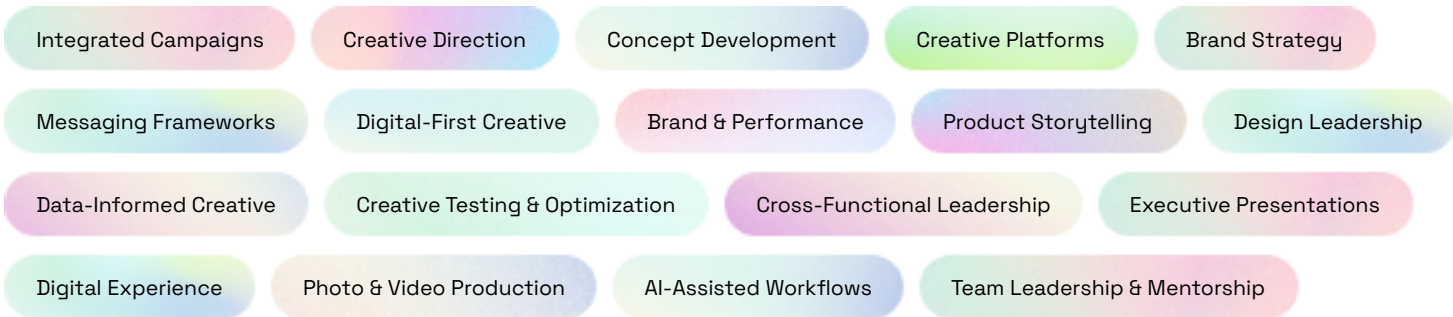
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PROFESSIONAL SUMMARY

Creative Director with 15+ years of experience leading brand, integrated marketing, digital creative, and multidisciplinary teams. Combines conceptual creative leadership with a hands-on design background and a strong understanding of how strategy, customer insight, data, technology, and channel performance shape effective creative.

Experienced translating complex business challenges into clear creative platforms, messaging frameworks, and campaign systems, then leading those ideas from concept through production and market execution. Agency-side leader accustomed to partnering across strategy, media, analytics, CRM, UX, development, social, product, and executive teams while balancing brand-building with measurable performance.

CORE STRENGTHS



PROFESSIONAL EXPERIENCE

85SIXTY | CREATIVE DIRECTOR | Jan 2021 - Present

Lead the creative department for an integrated marketing agency, directing brand, campaign, digital, content, and performance creative while partnering across strategy, media, analytics, CRM, SEO, UX, development, social, influencer, and digital solutions teams.

- Define creative platforms, brand positioning, messaging frameworks, and visual storytelling systems that translate business strategy and audience insight into clear creative direction.
- Lead integrated, digital-first campaigns spanning paid social, digital, video, ecommerce, content, and customer touchpoints.
- Guide multidisciplinary teams across design, content, production, and digital execution from early concept development through final delivery.
- Partner with strategy, media, and analytics teams to connect creative decisions to customer behavior and in-market performance, using insights to inform ongoing creative development and optimization.
- Develop product storytelling and messaging systems that simplify complex inputs into clear, compelling customer-facing experiences.
- Present creative platforms, campaign concepts, and strategic recommendations to executive leadership and senior client stakeholders.
- Build scalable campaign systems and repeatable creative frameworks that improve consistency while supporting rapid testing and iteration.
- Produce, direct, and manage photo and video productions from concept through final execution.
- Pioneer AI-enabled creative workflows that increase creative velocity while maintaining brand integrity and quality standards.

PROFESSIONAL EXPERIENCE

DIGITAL OPERATIVE | DESIGN DIRECTOR | Nov 2015 – Jan 2021

- Directed visual identity systems, campaign creative, and brand storytelling across digital touchpoints.
- Led creative development from strategy and early concepts through design, production, and implementation.
- Partnered closely with marketing, product, strategy, development, and executive teams to translate business requirements into cohesive customer-facing experiences.
- Led UX/UI and digital experience teams on large-scale platforms, balancing product communication, brand storytelling, customer behavior, and technical requirements.
- Directed photo and video shoots, content creation, and campaign initiatives supporting broader brand and marketing programs.
- Mentored designers and established creative processes that improved quality, clarity, and consistency across projects.

EPSILON | ART DIRECTOR | Nov 2014 – Nov 2015

- Led creative development for major consumer brand and marketing initiatives.
- Directed visual identity, digital campaign creative, and cross-channel brand storytelling.
- Partnered with marketing, product, strategy, and executive stakeholders to translate business objectives into customer-facing creative.

ASPEN MARKETING | SENIOR DESIGNER | JAN 2013 – NOV 2014

- Developed consumer brand campaigns and marketing initiatives across digital and integrated channels.
- Supported visual direction, campaign execution, and cross-channel consistency.
- Created design systems and campaign assets for customer-facing marketing programs.

ADVECOR | JUNIOR DESIGNER | APR 2011 – JAN 2013

- Supported brand, campaign, and marketing design across consumer-facing client initiatives.
- Produced visual assets for integrated marketing programs and digital campaigns.

EDUCATION

SAN DIEGO STATE UNIVERSITY | BACHELOR OF ART: GRAPHIC DESIGN | 2006 – 2011

Led brand design, creative direction, and digital experience development for premium consumer and lifestyle brands. Guided teams in creating customer-facing experiences that connected brand storytelling, product communication, and commerce.