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CAREER OBJECTIVE: Art Director, Senior Designer or Creative Director

Summary of Qualifications

Seasoned professional with proven experience in the creation and management of traditional and online initiatives. Possesses a unique blend of personal creativity, technical acumen, and relational discernment to succeed across many disciplines. Excels at visualizing online needs, gaining the trust of colleagues & clients alike, and driving projects from start to finish.

PROFESSIONAL EXPERIENCE

Senior Designer, *The HoneyBaked Ham Company*, Atlanta, Georgia, 2014 - 2015

- Design and develop in-store marketing materials and displays; including seasonal promotional materials and redesigning the menu boards. Wrote and art directed promotional video which plays in stores.
- Develop print advertising campaigns and direct mail initiatives.
- Designed and oversaw the development of the mobile website.
- User Experience and design lead for the implementation of the ecommerce catalog website. Fulfilled all design maintenance needs including home page promotional graphics and email templates.
- Art directed photoshoots for catalog, advertising, direct mail, online and packaging. Special emphasis on food and product standards.
- Designed product packaging for in-store sales and external sales.

Senior Designer, *The Foundry Agency*, Atlanta, Georgia, 2006 - 2014

- Art director and senior designer for a digital branding firm. Responsible for major design decisions, management of online assets, and strategic online direction, with a strong focus on user experience for all principal clients.
- Led the creation and design of Chick-fil-A, Inc.'s new mobile website in one month's time.
- User experience (UX) and design lead for the updates and expansions of an online local marketing platform. Platform included website templates, integrated CRM suite, event management tools, and a universal admin system. Rolled-out to 700+ Chick-fil-A franchisees nationwide and subsequently to 30+ Shane's Rib Shack restaurants.
- UX and design lead for the day to day creative management and maintenance of redesigned Chick-fil-A.com.
- Design and strategic direction of in store promotional materials for Applebees restaurants (AmRest, Inc.). Efforts led to a 25% sales increase and 55% increase in traffic over its implementation.
- Served as digital marketing strategist for the Luckie Marietta District's rebranding initiative, including design & launch of a new website, social media strategy, newsletter campaigns, & negotiations with member businesses.
- Managed the creative and technical execution of an e-commerce website for Ambient Bamboo; responsible for delivery of all project elements, including a high SEO ranking. Managed and art directed photoshoot for online catalog.
- Mapped and implemented the user experience for a faith-based dating website, MyRightSomeone.com, incorporating blogs, message boards, user profiles, and other social media elements.
- Designed user experience, process flow and visual design for online systems for nationwide and locally based reservation systems for Chick-fil-A as well as the product ParcelQuest for the California real estate market.

Art Director, *Hood Marketing Solutions*, Atlanta, Georgia, 2003 – 2006

- Developed direct mail, B2B / B2C print advertising, email campaigns, and marketing materials for small to mid-size companies such as Ogletree Deakins, FleetCor, OpportunityKnocks.org, Atherogenics, among others.
- Created brand identities and messaging – including logos, identity & sales collateral, & trade show booths – for clients (i.e. ClickFox, Knowlagent, Agylysis).



Art Director, MSL Group, Atlanta, Georgia, 2000 – 2002

- Developed print, direct mail, and interactive marketing pieces for national brands such as Durex, BellSouth, UPS Capital, and Mainstreet Bank as art director for a global strategic communications firm.
- Conceptualized and designed posters, brochures, intranet sites, and logos for internal marketing campaigns by BellSouth, Chevrolet, Cingular Wireless, Cox Communications, and The Coca-Cola Company, among others.

Graphic Artist, nschool.com, Atlanta, Georgia, 1999 – 2000

- Generated print ad campaigns and digital marketing campaigns for a start-up internet firm.
- Oversaw the production of marketing materials, including sales brochures, trade show booths, etc.

Design Intern, Austin Kelley and Deep Design, Atlanta, Georgia, 1996 – 1998

- Illustrated storyboards & prepared comps for print ads / television spots for the Georgia Lottery Corporation, Pizza Hut, Royal Oak Charcoal, and the St. Joe Company.
- Designed a logo / exterior sign for The Honeybaked Ham Company

FREELANCE EXPERIENCE

Sourced and maintained a private book of business from 2000 – present, which included clients such as Tailfin Marketing, A-Line Interactive, Mount Pisgah Christian School, Rock Creek Communications, HoneyBaked Ham, Liaison Technologies, Forte Marketing, North American Mission Board, Zenith Design Group, Buck Consultants, FUSE, RSUI Insurance, Sunshone Still, and CWK Network, Inc.

EDUCATION

Savannah College of Art and Design, (SCAD) Savannah, GA B.F.A. May 1999. Major: Computer Art

Furman University, Greenville, SC Major: Studio Art

University of Georgia, Cortona Italy Summer 1996 Study Abroad program