

SCOTT FASSETT

Creative Director • Campaign Strategy • Team Leader

High-performing Creative Leader with 20 years of experience and a portfolio of award-winning creative. Focused on smart, result-driven campaigns that get noticed by VPs and C-suite executives, and building creative teams who genuinely love working together and do the best work of their career. Skilled in keeping everyone calm in a fast-paced environment, jumping into the work when needed, and providing direction, optimism, and levity to all. Seeking a challenging role to leverage humor, creativity, and AI tools in shaping high-level concepts, mentoring teams and pitching new business.



720.935.3151



1scottfasset@gmail.com



Denver, Colorado
(Open to remote)



scootscd.com



linkedin.com/in/scottfasset

SKILLS

- Cross-functional team leadership
- B2B campaign strategy
- Engaging whiteboard sessions
- Effective concept presentations
- Creative evaluation
- Team career development
- Lead generation campaigns
- Sales enablement campaigns
- Campaign optimization
- Out-of-the-box executions
- Executive team collaboration
- Project and review workflow
- Technical skills: Photoshop, Illustrator, Indesign, XD, PowerPoint, Keynote, Figma, Miro, and Gen AI tools such as Firefly and Prom AI

EDUCATION

**Bachelor of Fine Arts,
Visual Communication**

Northern Arizona University
Flagstaff, Arizona

EXPERIENCE

Creative Director

The Marketing Practice (90octane) • Denver, CO and London, UK • October 2014 - Present

- Lead creative strategy for high-profile clients like Oracle, Boeing, T-mobile, DISH, TTEC and Microsoft, resulting in 20+ BMA Colorado awards and recognized innovation at The Communicator Awards and B2B Marketing Elevation Awards.
- Promoted from Lead Designer to Art Director to Creative Director, driving innovative creative strategies that increased client engagement by roughly 30%.
- Lead the effort to bring generative AI tools into our creative concepting process.
- Manage and mentor a team of 12+ creatives across functions, time zones and continents, including designers, copywriters and digital experience designers, to deliver innovative campaign concepts, lead-generating content, and impactful creative media.
- Collaborate with Account Directors, Marketing Strategists and Media Experts, crafting solutions for our clients' most challenging marketing dilemmas.
- Regularly seek opportunities to pitch new creative ideas and campaign extensions to grow business within current accounts, leading to roughly a 15% increase in revenue over original scopes.
- Make it my mission to revamp boring meetings into engaging whiteboard sessions and creative exercises to get our team and our clients to push the envelope.

Lead Art Director

Wick Creative • Denver, CO • June 2010 - September 2014

- Focused on digital strategy, messaging & design, including websites, emails and responsive designs for all platforms, with an emphasis on ecommerce.
- Led a small team of designers and developers to come up with unique solutions to meet and exceed clients' expectations and business goals.
- Developed a project kickoff process with clients to determine user experience goals, desired outcomes, and qualities that defined the essence of their brand.
- Regularly kept track of sales conversions and conceptualized ways to optimize our campaigns and ecommerce experience to give boosts in sales.

PAST ROLES

Art Director • Spin Creative Studio • Breckenridge, CO • 2007 - 2010

- Created advertising and marketing campaigns across a wide variety of mediums, from print ads & direct mail to digital & social media, from concept to completion.

Senior Designer • Brand Iron Marketing • Denver, CO • 2003 - 2006

- Created marketing and branding campaigns from concept to completion. Supervised design team and managed traffic for creative department.