

SCOTT NOBLE

CREATIVE DIRECTOR



CONTACT



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<https://www.brain4hire.net>



EDUCATION

ROGER WILLIAMS UNIVERSITY

Bachelor of Arts – BA,
Communication and Media Studies



EXPERTISE

Copywriting

Copyediting

Creative Direction

Brand Management

Design Leadership

Digital Advertising

Project Coordination

Client Stewardship

Account Management

Staff Leadership



AWARDS

One show · Communication Arts ·
Cannes Short List (Radio) · Clio

Finalist · Hatch MediaPost OMMA



ATTRIBUTES



EXECUTIVE SUMMARY

Accomplished and award-winning creative director offering 20+ track record in establishing brand awareness with strong history of client satisfaction, digital marketing, online community building, advertising & promotion and successful event planning across a variety of businesses. Leverage strategic vision, business acumen, and artistic talent to deliver high-impact marketing, print-design, and ecommerce projects. Solid success directing and implementing broad range of revenue-generating design projects, from conception to launch. Readily translate business requirements into effective advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards. Passionate for creative working and executing new marketing ideas with the ability to make calculated/sound decisions.

EXPERIENCE

BRAIN 4 HIRE

www.brain4hire.net | Jul 2017 – Present

- ◆ Supervise direction of overall strategic vision; shape and guide creative paths.
- ◆ Manage full creative teams and multiple partners/vendors; responsible for all budgeting and scheduling of client.
- ◆ Build and maintain websites and social networking sites.
- ◆ Keep all social media up to date, informative, and use it to help further storylines or future events.
- ◆ Write press releases and content for websites, print and other media.
- ◆ Edit and conceptualize content, ensure content was SEO friendly with performance optimization.
- ◆ Implement and execute innovative web and social media campaigns.

SVP/CREATIVE DIRECTOR

Hill Holliday, Boston, MA | Feb 1998 – July 2017

- ◆ Oversaw creative vision of brands and developed strong, persuasive brand voices.
- ◆ Fostered program to leverage relationships with internal business partners, buyers and other experts and engage them in the content development process.
- ◆ Controlled all stages of the creative design process including innovation, development and actualization, leveraging knowledge of target market to enhance customer footprint and increase company profitability.
- ◆ Created and streamlined standards for promotional and brand copy, creating efficiencies and reducing production time.
- ◆ Managed teams to carry out creative vision.
- ◆ Provided direction and manages vendors in the development and distribution of marketing materials and programs within deadlines and budgetary constraints.
- ◆ Fostered lasting, productive relationships with clients.
- ◆ Developed brand voice and standards; worked with internal and external partners to ensure copy met business needs while strongly advocating relevancy to audience.
- ◆ Clients include: Bank of America, Cadillac, Capella University, Dunkin' Donuts, Liberty Mutual Insurance, John Hancock, One Fund Boston, Anheuser Busch

COPYWRITER

Ingalls Advertising | Feb 1997 – Feb 1998

- ◆ Wrote and edited copy for print, TV, and other ancient forms of media.
 - ◆ Improved accuracy and interdepartmental communications resulting in significant cost savings.
 - ◆ Wrote engaging product descriptions to reflect unique brand voice and stylistic standards.
 - ◆ Collaborated with client strategists to develop brand messaging for our client base.
 - ◆ Spearheaded advertising campaigns for clients and assisted in the organization of media events.
 - ◆ Crafted advertorials, news releases, and technical documents, ensuring strict adherence to grammatical rules and effective communication principles.
 - ◆ Worked independently and meet deadlines while adhering to company policies.
 - ◆ Collaborated with designers to ensure that copy and creative accurately reflect each other and provide cohesive messaging.
 - ◆ Produced creative taglines, marketing materials and content for clients to increase brand awareness.
 - ◆ Developed search engine optimization for online/digital content exposure, strategically targeting local, regional and national audiences.
- Clients: Radisson Hotels, Boston Globe, Boston Ad Club, Citizen's Bank