

# SCOTT NOBLE

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## Professional Summary

Award-winning, highly-skilled Creative Director adept at overseeing writers, designers and artists to accomplish challenging objectives. Excellent communicator, problem solver and detail-oriented manager proficient in business operations and customer needs.

## Websites, Portfolios, Profiles

- [www.brain4hire.net](http://www.brain4hire.net)

## Skills

- Team Leadership
- Brand Messaging
- Relationship Building
- Budget Adherence
- Assignment Delegation
- Visual communication expertise
- Video Editing
- Deadline-oriented
- Content Strategy
- Content Development
- Strategic Planning
- Engagement

## Work History

**Freelance Creative Director/Writer**, 12/2017 to Current

**Brain4Hire** – Windham, VT

- Oversaw all business operations while performing freelance work.
- Monitored industry trends to keep creative materials fresh and engaging.
- Created innovative advertising campaigns that successfully generated increased brand awareness and recognition.
- Created creative briefs and timeline to manage creative process from concept to completion.
- Drove innovation by staying current on industry trends and incorporating new ideas into design work.
- Worked with creative teams to develop concept designs for campaigns that resonated with target audiences.
- Coordinated with vendors and suppliers to source materials and equipment needed for production.
- Presented clients with unique copy options based on overall marketing objectives.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure

with exciting, captivating, and authentic approach.

**Lead Director, Creative**, 11/2018 to 10/2023

**CVS HEALTH CORPORATION** – Wellesley, MA

- Oversaw implementation of editing, color correction and other post-production processes.
- Championed a culture of creativity, encouraging team members to take risks and push boundaries in their work.
- Created creative briefs and timeline to manage creative process from concept to completion.
- Built strong relationships with clients, leading to long-term partnerships and repeat business opportunities.
- Developed talent acquisition strategies for attracting top-tier creative professionals, resulting in an expanded skill set within the department.
- Spearheaded rebranding campaign to meet and exceed quarterly sales goals.
- Streamlined creative processes for improved efficiency and team productivity.
- Elevated company reputation through consistent delivery of high-quality creative content.

**Senior Vice President/Group Creative Director**, 02/1998 to 07/2017

**Hill Holliday** – Boston, MA

- Oversaw creative vision of brands and developed strong, persuasive brand voices.
- Developed, coached and provided feedback to top-performing teams using strong leadership and analytical thinking skills.
- Oversaw implementation of editing, color correction and other post-production processes.
- Monitored progress of projects, keeping on schedule and within budget.
- Delivered measurable results for clients by utilizing data analytics and performance metrics to optimize campaign strategies.
- Managed workloads of designers, illustrators and other team members to optimize productivity and timeliness of task completion.
- Worked with creative teams to develop concept designs for campaigns that resonated with target audiences.
- Mentored junior creatives, fostering a collaborative environment that resulted in improved team performance.
- Collaborated with senior management to develop and implement marketing initiatives.
- Presented creative concepts to clients and implemented continual feedback to achieve client satisfaction.

## **Education**

**Bachelor of Science (BS): Communications**

**Roger Williams University** - Bristol, RI

## **Personal Information**

Title: Creative Director

## **Awards**

- One show
- Communicafon Arts
- Cannes Short List (Radio)
- Clio Finalist
- Hatch
- MediaPost OMMA IHAF