

SCOTT NOBLE

Creative Director / Writer

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PROFILE

Creative leader with 30 years building nationally and internationally recognized consumer and healthcare brands. Former SVP / Group Creative Director at Hill Holliday and Lead Director at CVS Health / Aetna. Experienced leading large creative organizations and delivering award winning work recognized by Cannes, The One Show, Clio, Hatch and Communication Arts.

2018-2023

Lead Director, Creative

CVS Health / Aetna

Led enterprise creative strategy across retail, insurance and health services brands during and following the CVS Health acquisition of Aetna. Directed a 65 person multidisciplinary creative organization.

- Guided brand integration and creative alignment during corporate transformation
- Partnered with executive leadership to align creative with growth and engagement goals
- Oversaw campaigns across digital, social, broadcast and performance channels
- Improved speed to market through workflow and process improvements

2017-Present

Freelance Creative Director / Writer

Brain4Hire

Provide senior level creative direction and messaging strategy for healthcare, retail and consumer brands.

1998-2017

SVP / Group Creative Director

Hill Holliday

Creative leadership across national and international brands including Liberty Mutual, Cadillac, Dunkin and Anheuser Busch. Led a 15 person creative team delivering integrated campaigns.

- Partnered with senior client leadership to shape long term brand strategy
- Helped expand Liberty Mutual advertising investment from \$150M to nearly \$400M
- Delivered award winning work recognized by Cannes, The One Show, Clio, Hatch and Communication Arts

AWARDS

Cannes Short List (Radio), The One Show, Clio Finalist, Communication Arts, Hatch Awards, MediaPost OMMA IHAF

EDUCATION

BS Communications - Roger Williams University