

## MARK SCOTT // CREATIVE DIRECTOR

[markjscott@gmail.com](mailto:markjscott@gmail.com) | +1 917 403 3061 | [MarkJamesScott.com](http://MarkJamesScott.com)

### EDUCATION

**BA Hons Advertising // St Martins School of Art London**

### EXPERIENCE

#### **Creative Director 06/17—date**

- Agencies/Clients: Razorfish, Macys, Havas, Arnold, Digitas, McCann, This is Lester, Rfoodx
- Managed remote team of 12+ creatives to develop global creative relaunch of Invisalign consumer and professional sites
- Collaborated with strategy, creative and account leads + client C-suite to personally write and implement new brand voice platform for Invisalign consumer site
- Worked with UX and SEO leads to write successful UX and SEO copy for Viiv Healthcare and Invisalign
- Developed provocative social campaign for CABENUVA that spoke to its audience on Grindr using the same explicit language that they already used to talk to each other
- Partnered with strategy, account leads and digital client lead to develop successful U.S. Kia Stinger digital launch strategy that generated over 10k sales

#### **Creative Director Spark44 06/15—06/17**

- Partnered with account, strategy and N.A. client leads to launch multiple cars, including Jaguar's first SUV and make Jaguar the fastest growing automotive brand in the U.S.
- Worked with account and strategy leads to develop JLR's social strategy, leading to a 250% increase in leads and a doubling of showroom and online traffic for Jaguar alone
- Oversaw Range Rover's award-winning, coffee-table-book-style Unparalleled Journeys in DM, ecrm and social, which had a 246% above average conversion rate and directly led to over 400 Range Rover sales
- Managed diverse creative department of 12+ art directors and copywriters across two offices
- Oversaw brand voice for Land Rover and Jaguar in North America

#### **Creative Director 08/13—06/15**

- Agencies: Grey, Digitas, Spark44, Momentum, JWT, MRM
- Oversaw creative team, copy and UX copywriting for Volvo XC90 U.S. digital launch that directly sold all 1,927 First Edition XC90s in just two days

#### **Associate Creative Director 02/11—06/13**

- Agencies: Havas, MRM, Barbarian Group, Organic
- Created launch campaign for new, CPG brand Pepto Bismol To-Go, which led to millions of hangovers being erased
- Repositioned CPG brand Ritz Crackers to make it the go-to snack during NFL season for millions of NFL fans

#### **Senior Copywriter 09/08—02/11**

- Agencies: BBDO, Havas
- Created AT&T's first ever Apple iAds driving subscriber growth AT&T Mobile and successfully launched Triscuit's Home Farming movement

#### **Senior Copywriter Ogilvy NY 02/05—09/08**

- Rebranded TWC with innovative "We Think Like You Think" campaign, plus won numerous pitches, including Allergan's Natrelle breast implants

### PERSONAL

Bon vivant, freestyle snowboarder, runner and fitness enthusiast, investor in stocks, crypto and startups