



NELSONCREATIVE

A proven **Creative Director** with a knack for building national brands. Whether growing Bridgestone Golf from \$29 to \$67 million. Or helping the Marines exceed recruiting goals eight straight years. A visual storyteller who turns big data into big ideas, across video and digital channels.

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☎ 404-606-3877

🌐 nelsoncreative.net

Strengths

- Brand/Creative Strategy
- Ideation/Collaboration
- Video Direction/ Production
- Leadership/Project Management
- Client Relations/Presentation
- Web/Mobile Design
- B2C & B2B Content/Writing
- Email/Promotional Marketing

Highlights

- Doubled BSG sales from \$29 to \$67 Million
- Increased market share from #7 to #2
- Beat Marine recruiting goals 8 years in a row
- Awarded Marines "Service Medal of Honor"
- 50+ Awards from Addys to One Shows
- Graduate, 2nd City Comedy Club, Chicago

Education

- University of Kansas
- Degree: BS Marketing
- Major: Advertising
- Minor: Graphic Design
- GPA: 3.0

Executive Creative Director, Nelson Creative Atlanta, GA

2008 - Present | Founded video/digital sports marketing agency with national clients Bridgestone Golf and Yamaha. Doubled billings in 3 years, by winning SkyCaddie, IMG and Anatabloc accounts. **Crew Bridgestone Golf sales from \$29 to \$67 million.** Helped develop game-changing, experiential ball-fitting program with over 300,000 live tests across the country. Recently launched a new Swing App, using video-captures linked to participating sports retailers.

Executive Creative Director, J. Walter Thompson Atlanta, GA

1996-2007 | Led national Creative and Production for all clients, including the U.S. Marines, U.S. Virgin Islands, FEMA and Orkin. Overseeing a department of 30, created award-winning (One Show) **digital and experiential work** for the Marines, X-Games, as well as the infamous "Roach On TV" campaign for Orkin.

Senior Writer/ACD, FCB L.os Angeles, CA

1990-1995 | Senior writer on Mazda and Universal Studios. Created TV, billboard and print campaigns for Universal's "Ride The Movies." Led creative on launches for Mazda RX-7, MPV Minivan and S-10 Truck. "Mazda Mania" retail campaign was their most successful in five years, tripling sales over a two-month event.

