

Greetings,

My name is Scott—a problem-solver who designs experiences that engage people, delight clients, persuade consumers, and get results. I design these experiences using a human-centered approach. I listen, think, build and refine—always with the end user in mind.

I possess a blue-collar work ethic, a humble no-quit attitude, and a drive to always do my best. I have worked on all types of projects in my career—from building tents, launching branded dirigibles, to trade-patents on packaging colors.

With extensive experience strategizing, developing, directing, and executing successful campaigns for all types of clients within diverse markets that include non-profit, retail, food service, corporate, industrial, healthcare, and education. Along with that I bring expertise in a broad range of design, web and marketing tools—with the ability to project manage, work independently with minimal direction, collaborate with clients, peers, and senior management.

**A few highlights of my experience and accolades:**

- Responsible for the creative development and marketing campaign that lead to the highest selling show in history for a local theatre company
- Created an award-winning line of packaging for a Florida citrus company
- Created an award-winning website for a yarn company
- Member of a team that received a marketer of the year award ten years in a row
- Recruited design and web development talent, successfully grew an award-winning team from two to over twenty employees in my seven-year tenure at this agency
- Oversaw daily business operations and managed three office space expansions due to growth of staff and book of agency business

I feel my human-centered design approach coupled with my ability to keep things on track, on target and on budget would make me a valuable asset to your team. I look forward to discussing the position, and my qualifications in further detail. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Scott Merriman', with a long horizontal flourish extending to the right.

Scott Merriman

# SCOTT MERRIMAN

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## CAREER SUMMARY

Conceptual thinker, strategic marketer, and human-centered designer with extensive experience strategizing, developing, directing, and executing successful campaigns for all types of clients within diverse markets including: non-profit, retail, food service, corporate, industrial, healthcare, and education.

## EXPERIENCE

### **Creative Director** | Odato Marketing Group | *January 2014 to Present*

Collaborates with cross-functional teams in both the Pittsburgh and Sarasota offices. Responsible for all creative, design strategy and brand development for the agencies B2B and B2C clients. Represent design in new business pitches, business engagement growth and brand development.

- Specializing in design for inbound, outbound, and traditional marketing materials
- HubSpot inbound certified
- Responsible for the creative development and marketing campaign that lead to the highest selling show in history for a local theatre company
- Created award-winning consumer packaging for a Florida citrus company

### **Freelance Creative Director/Designer** | *July 2013 to Present*

Creative problem solver providing advertising agencies, businesses and organizations with compelling business-driven communications for all digital and print mediums.

### **Vice President, Creative and Digital Director** | MarketSpace Communications | *August 2006 - July 2013*

As the first employee hired at the agency I was instrumental in the strategy and growth of business. I oversaw creative deliverables, communicate with clients, developed retainer relationships, supervised and mentored both the creative and digital teams.

- Developed a file management and hierarchy system for cataloging and archiving all project work
- Recruited design and web development talent, successfully grew an award-winning team from two to over twenty employees in my tenure
- Ensured that all agency projects were done on time, on brand and within budget
- Oversaw daily business operations and managed three office space expansions due to growth of staff and book of business

### **Senior Graphic Designer** | Pipitone Group | *September 1999 - August 2006*

Initially hired as a Graphic Designer. I was shortly promoted to Senior Graphic Designer. Following that promotion I replaced the previous Design Director and took over leadership of the creative team.

- Created compelling, effective design, digital, and advertising materials
- Managed and grew client relationships
- Managed internal staff and sub contractors workloads
- Negotiated and managed all vendor and supplier relationships

## BRAND EXPERIENCE

**Non-profit:** Pittcon, PICT Classic Theatre, AOSA, Teaching with Orff, The Greater Sarasota Chamber of Commerce, Western Pennsylvania Sports Museum, The Greater Pittsburgh Convention and Visitors Bureau, The Pittsburgh Opera, Western Pennsylvania School for the Blind, Education Partnership, and Steeltown Entertainment.

**Retail:** W. G. Roe & Sons Inc./Noble Citrus, McCain Foods, Rich Products, Daffin's Candy, MMB Music/Studio 49, 2nd Skull, GNC, FYE, rue21, Homer Laughlin, Reservage, Omega3 Innovations, The Shoppes at Sarasota Row and H2grOw.

**Corporate and Industrial:** AIG, Bing, Microsoft, Comscore, Sentric, eXelate, Accordant Media, Healthy Companies International, First Home Bank, Bacharach, Hanlon Electric Company, King Plastic, PPG Industries, Eaton, Ansaldo STS, SCA Packaging North America, Penn United, Chick Work Holding, Kenson Plastics, Distributed System Services (DSS), EPS Industry Alliance, Alliance of Foam Packaging Recyclers (AFPR), Guardian Protection Services, Legrand, Spang Engineered Solutions, and ARL Network.

**Healthcare:** Excel Medical Electronics, Sense Technology/PulStar, Hope Extended Care, Center for Skin Wellness, Gentlebay Chiropractic, Sarasota Memorial Hospital, Palms of Pasadena Hospital, St. Petersburg General Hospital, and Highmark.

**Education:** Questeq, CareerSource Suncoast, State College of Florida Collegiate School, and Carnegie Mellon University (CISO, CIO programs)

## CERTIFICATIONS

**HubSpot Inbound Marketing** | June 2016 - To Present

## HONORS & AWARDS

**2018 Marketer of the Year Award** | AMA, Tampa Bay Chapter | B2B

**2017 Marketer of the Year Award** | AMA, Pittsburgh Chapter | Medical & Healthcare Marketing

**2016 ADDY Professional Silver Winner** | AdFed Suncoast | Retail Packaging

**2016 Marketer of the Year Award** | AMA, Tampa Bay Chapter | Retail Marketing

**2015 Marketer of the Year Award** | AMA, Pittsburgh Chapter | Consumer Products

**2015 ADDY Professional Gold Winner** | AdFed Suncoast | Collateral Materials

**2015 ADDY Professional Gold Winners** | AdFed Suncoast | Digital Advertising

**2014 Marketer of the Year Award** | AMA, Pittsburgh Chapter | Retail

## SOFTWARE PROFICIENCY

**Graphic Software:** Adobe Creative Suite CC: Photoshop, Illustrator, InDesign and Acrobat | QuarkXPress On1 Perfect Photo Suite | Balsamiq Wireframe Mockups

**Microsoft Office:** Word, PowerPoint, Excel and Microsoft Publisher

**Website Content Management Systems:** HubSpot COS, WordPress, Drupal, Joomla

**Project Management Software:** Teamwork, 10,000 ft, Basecamp, Trello, Ryver, HipChat, Slack

**MAC OSX Server** | **Kerio Connect Exchange Server:** network trouble shooting/system administration.

## EDUCATION

**La Roche College** | Pittsburgh, PA | Degree: Bachelor of Science, December 1993 | Major: Graphic Design