

Scott Draft

Creative Director

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Creative Director wearing many hats at a small but mighty digital advertising agency. Responsible for daily company strategy and creative content production. Worked regularly on social media campaign images, video production, and web development. Developed 200+ projects (logos, brochures, advertisements, infographics, videos) that increased client website conversion by 25%.

Experience:

Creative Director

March 2016-Oct 2017

MYN North America, New York

- Developed strategy for campaigns, events, graphics that increased client website conversion by 25%
- Under my direction, creative services purchased increased by 75%
- Interacted directly with clients during meetings and over email
- Used InDesign to restructure our new client proposals and case studies increasing new client acquisition by 30%

Art Director

May 2013-Present

North Side Hospitality Group LLC, New York

- Design of all graphic collateral (menu, packaging, promotional items)
- Food photography / videography, editing and retouching
- Social media marketing strategy, ad buying and design
- Web design, SEO, Google Adwords, analytics and maintenance
- Social media follower increase from 300 - 3000 in 3 months.

Freelance Web Designer (Summer Splash Las Vegas)

May 2014-Present

360MEG Events Group, New York

- Graphic design for digital and print (social media, promotional items)
- Facebook followers from 20k - 131k

Education:

2005-2012 BFA, Digital Video / Electronic Arts

University of South Florida, Florida

- Exhibited video artwork at Museum of Contemporary Art - North Miami
- Managed my class' BFA graduation show
- Maintained communication with venue manager
- Recognized in "20 under 25 People to Watch in Tampa" in Creative Loafing Magazine

Skills:

Advertising
Art Direction
Brand Development
Concept Development
Cinema/TV Production
Creative Strategy
Digital Marketing
Drinking Coca-Cola
DSLR Photography and Video
Event Planning
Fine Art
Graphic Design (Print & Web)
Illustration
Logo Design
Leadership
Management
Motion Graphics
Renting Equipment
Shopify
Skateboarding
Typography
UI & UX Design
Video Editing
Web Design & Development
Wordpress

Adobe Creative Cloud:

Photoshop
Illustrator
InDesign
After Effects
Premiere
Muse
Lightroom
Bridge

Certifications:

NYC Food Protection Cert.

Languages:

Spanish Fluent
HTML Fluent