

Scott Farmer

8115 E. La Junta Road, Scottsdale, AZ 85255 | 480-370-3214 | scott@CheckThisOut.us

“ *My multi-faceted experience of business ownership, marketing, and creative skills drive my unique perspective and analytical-creative approach.* ”

Professional Experience

Marketing / Creative Director, (Kinetix Group, LLC) Scottsdale, Arizona 2004 - 2016

| Direct day-to-day agency activities and client marketing and creative development.

- Develop and implement creative and effective marketing strategies and communications initiatives from inception through analysis.
- Champion client brand management efforts: awareness, messaging, and integrity.
- Collaborate with key stakeholders, program managers, and business owners to articulate brand strategies and tactics.
- Identify opportunities to align messaging and create client touch points.
- Creative conceptualization, graphic design and execution.
- Digital marketing, social media campaigns, digital content design, and analysis.
- Project manage and P&L responsibilities.
- 20+ years of graphic design expertise across digital, print, and video platforms (includes website, user experience UX, sales collateral, point-of-sale POS, and broadcast media).
- Manage and direct third-party and cross-functional vendors including designers, photographers, videographers, writer, talent, printers, digital designers, and developers (US/abroad).
- Manage all print pre-press, press, and post finishing services.
- Establish and maintain collaborative and professional internal and external relationships.

Chief Marketing Director (Bullzi Strategies, LLC) Scottsdale, Arizona 2000 - 2004

| Directed day-to-day operations of the marketing, graphic design, and video teams.

- Specialized in “variable data” marketing strategies and content development.
- Collaborate effectively with key stakeholders and interdisciplinary teams.
- Brand and identity development and integrity.
- Digital marketing, and print campaigns both corporate and retail.
- Managed all aspects of the digital design and videography teams (10 members).
- Cross-functional team management with programming department (35 developers).
- Corporate and consumer marketing strategies and execution.
- Creative conceptualization, graphic design and execution across both digital and print.
- Social media campaigns and content, analysis and continual improvement.
- Project manage and P&L responsibilities.
- Manage and direct third-party vendors including designers, photographers, writers, PR, voice over, and talent. Manage all print pre-press, press, and post finishing services.

Creative Director (Tri Star Visual Communications) Phoenix, Arizona 1996 - 2000

| Directed day-to-day operations of the marketing, and graphic design teams.

- Brand and identity development, awareness/engagement, and integrity management.
- Recruited, coached, and managed graphic design team.
- Project manage and P&L responsibilities.
- Collaborate with key stakeholders, program managers, and business owners to articulate brand strategies and tactics.
- Creative conceptualization, graphic design and execution.
- Designed and executed promotions, advertising, packaging, sales collateral, and digital initiatives.

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Additional Professional Experience

Managing Partner, (Design Consultants, Inc.) Falls Church, Virginia 1983 - 1996

| Managed day-to-day operations, provided full-service marketing and graphic design services to national and international clientele ranging in size from small business to large corporation.

Staff and Departmental Development- Over 20 years managing creative teams. Recruited, coached, and supervised cross-functional teams for four separate marketing/creative companies.

Established new company capabilities, profit centers, and departmental guidelines and procedures by establishing these new departments.

Education

Bachelors Degree, Arts and Visual Communications

Dean's List honors recipient

Millersville University of Pennsylvania, Millersville, Pennsylvania

Entrepreneurship, Combined 20+ years of business/agency ownership

Design Consultants, Inc., Washington, DC metro area

Kinetix Group, LLC, Scottsdale, Arizona

Industries

(include but not limited to)

Non-profit, healthcare, education, clothing, financial, hospitality, food and drink (restaurants), packaged food, software, consultancy, and manufacturing.

Software

Mac OS, Adobe CS6, Photoshop, Illustrator, InDesign, Lightroom, Quark XPress, PageMaker, Pages, Numbers, Keynote, Garage band, iMovie, Acrobat Pro, Wordpress, Corel Painter 12, MS Office: Word, Excel, Powerpoint, Outlook, FileZilla 2, Zipform 6, CRM, MailChimp, Familiar with Flash, FileMaker Pro, Final Cut Express.