Scott Ustas

Profile

Over 12 years of experience working in the digital ad agency world. I have extensive development and design experience with dynamic display ads, dynamic emails, landing pages, sites, web animation and video animation. When not in production, I have a passion for evolving agency process and working across teams to streamline and improve current agency process. I work on creating estimates and scope for development along with account, strategy and project management.

Experience

SENIOR DEVELOPER TECHNOLOGY, HAVAS HELIA – 2013-PRESENT

Work within ad serving technology platforms- Salesforce, Google Marketing Platform, Sizmek, Facebook. Develop dynamic display, email, animation for numerous clients. Collaborate with producers, project mangers, creative, account, and media to help define scope and estimates. Work to define best practices and standards within the industry.

INTERACTIVE DEVELOPER, DDB – 2011-2013

Developed and designed landing pages, promo units, and display banners for McDonald's. Worked with a variety of technology Html/Css/Javascript/JSON to Flash.

INTERACTIVE DEVELOPER, YOUNG & RUBICAM – 2006-2008

Developed and designed display ads and rich media for Sears, Craftsman, Kenmore, Hotels.com, and DieHard.

Education

Northern Illinois University, Dekalb Il – B.F.A, 2006

Skills

Front End Technology- HTML5, Javascript, CSS. Display, Motion ads, Email development. Software Knowledge- Google Marketing Platform, Salesforce Marketing Cloud, Mail Chimp, Litmus Email, Email on Acid, Git, XD, GSAP, After Effects and the Adobe Creative Suite Cloud

References

Many available upon request.