

Scott Ustas
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Professional Summary

Results-driven Salesforce Marketing Team Lead and Front-end Developer with over 15 years of experience creating scalable digital solutions across various industries.

Expertise in HTML5, JavaScript, CSS3, Salesforce Marketing Cloud, and MarTech platforms, with a proven ability to enhance user experiences and drive business growth. Skilled in leading teams and delivering high-impact projects for clients like McDonald's, State Farm, and Citi. Adept at collaborating with cross-functional teams to design and implement customer-focused digital strategies.

Work Experience

Havas CX – Chicago, IL

Salesforce Marketing Team Lead,
Associate Director, Senior Developer, Motion Ad Developer

01/2013 - Present

- Led Salesforce Marketing development across multiple client projects, ensuring high-quality, scalable solutions.
- Enhanced code quality and optimized performance in agile environments, focusing on best practices.
- Fostered collaboration among cross-functional teams to drive innovation, improving user experiences and achieving business objectives.

DDB - Chicago, IL

Front-end Interactive Developer

11/2011 – 11/2013

- Developed and designed landing pages, email templates, and display ads for clients including McDonald's and State Farm.
- Collaborated with creative and development teams to create dynamic digital experiences.
- Utilized HTML5, CSS, and JavaScript to produce high-quality interactive designs.

Young & Rubicam – Chicago, IL

Front-end Interactive Developer

07/2009 - 01/2012

- Developed and designed rich media ads and display ads for high-profile clients such as Sears, Craftsman, Diehard, Kenmore, and Hotels.com.
- Partnered with project managers and creative teams to define project scope and deliverables.
- Implemented responsive designs using HTML5, CSS3, and JavaScript to ensure compatibility across devices.

Freelance - Chicago, IL

Interactive Animation, Video, and Display Developer

09/2007 - 08/2012

- Collaborated with clients including Quicksilver Associates, Element 79, Two by Four, Matrix Exhibits, and others.
- Created interactive animations, videos, and display ads, enhancing user engagement and visual appeal.
- Worked on various projects across industries such as finance, tech, and consumer goods.

Education

Northern Illinois University - DeKalb, IL

Bachelor of Fine Arts, Multimedia Design and Production

2002 - 2006

Certifications

- Google Ads Display Certification
- Creative Certification Exam

Skills

- Programming Languages: HTML5, JavaScript, CSS3
- Development Tools: VSC (Visual Studio Code), Git
- Animation & Design Tools: GSAP, Figma, Animate, After Effects, Adobe XD, Photoshop
- Marketing Platforms: Salesforce, Google Marketing Platform, Meta, Responsys, Sizmek, Adobe Experience Manager, MailChimp, Litmus Email, Email on Acid
- Email Development: Responsive Email Design, A/B Testing, Email Campaigns

Clients

McDonalds Citi Google Fitbit Reynolds Hefty AAFES Liberty Mutual Insurance
 Accenture Starbucks Mikes Hard Lemonade State Farm Lacoste Ragu Bertolli Blue
 Cross Blue Shield Loews Office Depot Celebrity Cruises Dish Network Sears Craftsman
 Duralast Kenmore Einstein Bagel Bros Northern Trust Bank Hotels.com Safelite Moen
 Cracker Barrel Autozone Paypal Diehard Batteries PLS Loan BMO Harris Bank
 American Airlines