

# Scott Ustas

scottustas@gmail.com

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## WORK EXPERIENCE

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### Havas CX

Jan. 2024 – Present

Salesforce Marketing Team Lead

Chicago, IL

- Dynamic and results-driven lead developer across many clients and projects with a strong commitment to delivering high-quality, scalable solutions.
- Proven ability to enhance code quality, optimize performance, and implement best practices in agile environments. Dedicated to fostering collaboration and driving innovation to achieve business objectives and improve user experiences.

Associate Director, Front-End Developer

Jan. 2022 – Jan. 2023

Senior Developer

Apr. 2015 – Jan. 2022

Motion Ad Developer

Nov. 2013 – Apr. 2015

### DDB

Nov. 2011 – Nov. 2013

Front-End Interactive Developer

Chicago, IL

- Developed and designed landing pages, email and display ads for McDonald's and State Farm.
- Worked together with the creative and development teams to create new digital experiences.

### Young & Rubicam

Jul. 2009- Jan. 2012

Front-End Interactive Developer

Chicago, IL

- Developed and designed display ads and rich media for Sears, Craftsman, Diehard, Kenmore, and Hotels.com.
- Helped define estimates and scope with project managers and the creative team.

### Freelance

Sept. 2007- Aug. 2012

Interactive Animation, Video, and Display Developer

Chicago, IL

- Quicksilver Associates | Element 79 | Two by Four | Matrix Exhibits | Directions AV | The Escape Pod | Computershare | Sponge Chicago | Norther Trust Bank | MERGE | New Control

## Education

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### Northern Illinois University

2002-2006

Bachelor of Fine Arts, Multimedia Design and Production

## Skills | Software Experience

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HTML5, Javascript, CSS, VSC, GSAP, Animate, After Effects, Adobe XD, Photoshop, Illustrator, Salesforce Marketing Cloud, Google Marketing Platform, Meta for Business, Responsys, Sizmek, Adobe Experience Manager, Mail Chimp, Litmus Email, Email on Acid

## Clients

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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