

Scott Gillette

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Portfolio <https://www.sgillette.com/> 

Summary

Creative/Project Manager with broad experience in the digital/print marketing and advertising industries. Accomplished at leading high-performing creative and development teams in generating original digital advertising content for Fortune 100 clients. Adept at interpreting client needs and collaborating cross-functionally, leveraging complete knowledge of product lifecycle and strong active listening/communication skills. Top performer who thrives in fast-paced and challenging environments by staying on the leading edge of technology.

Core Competencies

Marketing | Creative Design | Project Management | Branding/Rebranding | Team Leadership & Training
User Interface (UI)/User Experience (UX) Design | Paid & Organic Ads | Full-page Takeovers | Rich Media Ads
Website Design | Logo Design | Production Management | Process Development | Intellectual Property (IP) Rights
Operations Management | Quality Control | Data Analysis | Report Generation | Staffing | Budgeting | Adobe CC
Vendor Management | Scheduling | Performance Evaluations | Cross-functional Collaboration | Salesforce

Experience

SEP 2018 - CURRENT

Freelance Marketing & Design Services /  **Bay Area CA**

- I formed my own agency, Gush Inc, and currently provide marketing, brand and creative design to local SMB clients.
- Services include website UI UX evaluation, ad creation for targeted social and organic placements and directed AdWords plans with scheduled reports for modification of targeting and budget.

MAY 2009 – SEP 2018, 10 YRS

Senior Creative Department Manager  **CBS Interactive (Now Paramount) San Francisco CA**

- Led a team of integrated marketing professionals for the development of custom interactive ad units for our top tier clients and in-house properties. (cbssports.com, cbs.com, cbsnews.com and many other CBSi properties).
- I managed the design and production of full-page takeovers that leveraged video and animation for display, tablet and mobile. These responsive ad units reshaped the look and feel of nearly all CBS properties and ushered us into web 2.0.
- I transitioned my team away from Flash based design to HTML5, setting up new processes, training and templates that are the foundation for all HTML interactive ads in use by CBS Interactive.
- Using DoubleClick Studio, I was able to generate and track custom events that gave our clients enhanced metrics, providing large amounts of feedback. The data allowed us to continually modify and enhance interaction throughout the campaign.
- Generated comprehensive departmental reports that identified YOY productivity, consumer trends and was the basis for substantiating our staffing needs.

APR 2007 – MAY 2009, 2 YRS 2 MOS

Sr. Project Manager – Sales / Liquid Agency **San Jose CA**

- Ranked the highest performing Sales/Project Manager quarterly with revenue exceeding \$350 thousand, a cost basis of \$110 thousand leaving a 68% profit margin.
- Responsible for arranging and staffing location photo shoots for Adidas and Ernest Packaging, rebranding Intel Capital and HP Envy, designing Sony PlayStation brand guidelines and constructing websites for numerous Fortune 100 clients.

2001 – 2006, 5 YRS

Project Manager / Electronic Arts **Redwood City CA**

- As a Project Manager on the EA SPORTS® Consumer Marketing Team, I led the production of packaging for over thirty-five front-line titles including NBA LIVE, NCAA® Football, and FIFA.
- I was solely responsible for package press checks in our Louisville KY facility for each title and platform.
- I managed design teams both on and off-site, working directly with Writers, EA's Legal Department, Localization Interpreters, and CQC to produce the sports franchise side of EA's world class packaging and media.

2001, 4 MOS

Freelance Production

- Provided support for a complete, prepress production facility in a variety of roles that included; Drum Scanner Operator, Desktop Assembly, Photoshop Composition, Rip-Trap-Plot functions.
- Created original, three-dimensional Illustrator artwork for LucasFilm to be used for the upcoming Star Wars II movie release.

2000 – 2001, 8 MOS

Production Manager / Man Bites Dog Design **San Francisco CA**

- Managed the selection and coordination for a large variety of printing and fabrication vendors.
- Provided technical and design expertise for all projects from inception to delivery.
- Created projected budgets for all tasks, scheduled workflow, issued Purchase Orders, eliminated cost overruns by managing projects both on and offsite.
- Secured the term and usage rights for collateral used globally in Web and Print projects.
- Reviewed all digital files for accuracy and content prior to release.

1996 – 1999, 3 YRS 9 MOS

Prepress Production Manager / ColorGraphics **San Francisco CA**

- Directed and maintained prepress operations for a \$30 million corporation. Major clients included Levi's, Adobe, Adaptec, marchFirst (formerly USWeb/CKS), Apple Computer.
- Responsible for 28 reports. Duties included scheduling, performance reviews and conflict resolution.
- Interfaced with Clients, Sales and Marketing, Vice President, and Director of Manufacturing.
- Managed corporate LAN, project future hardware and software requirements, and troubleshoot equipment.
- Coordinated production schedule through seven different departments using custom database.

1994 – 1996, 1 YR 10 MOS

Plant Manager – (ColorGraphics Hawaii) / Honolulu Graphic Arts **Honolulu HI**

- Planned the daily operations and scheduling for Hawaii's largest graphics and film house.
- Responsible for 26 reports within six departments.
- Created a computerized scheduling system to track jobs in production.
- Composed and taught 14 computer training classes for all employees to better understand their changing business.

1993 – 1994, 1 YR 4 MOS

Prepress Consultant/Macintosh Trainer / Holden Color Inc Westlake Village CA

- Hired to plan and purchase all hardware and software for the creation of their first computer based graphics department.
- Trained three Conventional Film Strippers in all aspects of digital production for a period of one year.
- Implemented a cross platform network that linked office PC's with production Macintosh computers.

1990 – 1993, 2 YRS 7 MOS

Macintosh Department Lead / L A FilmCo/A&L Graphico Burbank CA

- Led a team of four Digital Graphic Artists in the production of complex photo composite assemblies.
- Worked as a journeyman level Artist and Color Retoucher on both Macintosh and proprietary Sparc II workstations running Unix.
- Trained by Agfa Specialists in the use of Agfa's CAT and PIX software.
- Trained new employees on all applicable hardware and software.

1989 – 1990, 1 YR 5 MOS

Film Department Manager/ COLOR MEDIA CO. Color Media Inc, Burbank CA

- Managed the Film Department of a major commercial film lab.

Education

B. A., Photography / Brooks Institute of Photography, Santa Barbara CA

Deep immersion in all facets of photography and design including color theory, photo composition and business development.

- Completion of AMA (American Management Association) training in management technique and communication.
- Completion of CCIP (Comprehensive Continuous Improvement Plan) As a Manager at ColorGraphics, I served on the leadership team that implemented the CCIP process.

Volunteer & Personal Experience

- Trained and certified in (CPR) Cardiopulmonary Resuscitation and (AED) Automated Electronic Defibrillator.
- I am a (FCC) Federal Communications Commission licensed Technician with call sign KN6GQZ.
- Community Theatre / Tablerock Theatre, Salado TX 2023
I performed with my daughters in three productions that included "Salado Legends", "Fright Night" and "A Christmas Carol".
- Cyclist-Fundraiser / California Aids Ride 1999 & 2001
Cause – Raise thousands of dollars for aids research while riding over 1150 miles from San Francisco to Los Angeles over the courses of a week.
- Foreign Service Volunteer / Highland Christian Mission 1984
Cause – Construct School Houses for the indigenous children of the Yagusa Tribe in Papua, New Guinea.