



Scott Nelson

Executive Creative Director/Video & Digital

Experienced, collaborative leader in sports and entertainment story-selling.

Contact

Phone

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Email

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Portfolio

<https://www.nelsoncreative.com>

Address

10290 Kinross Rd.
Atlanta, GA 30076

Education

University of Kansas

Major: BS Marketing

Minor: Design

Expertise

- Leadership
- Film + Video Production
- Ideation
- Presentation
- Social Media
- Project Management

Awards

One Show Silver—U.S. Marines
Interactive

One Show Bronze—U.S. Marines
Web Design

Addy—Best of Show—Bridgestone
TV

Experience

01/08 - Present

Nelson Creative / Atlanta

Executive Creative Director

- Founded and built a digital/video sports and entertainment agency with national clients.
- Pitched and won Bridgestone Golf, Yamaha and True Temper the first year.
- New business wins for Sky Caddie, Anatabloc, Localist and IMG Sports
- Direct and leverage brand assets to maximize results through multi-channel solutions.
- Manage all creative assets, freelance writers, designers and photographers.
- Lead on Bridgestone Golf strategy and creative, growing sales from \$29 to \$76 million.
- Custom ball-fitting events and an on-line tool has made them the #1 Ball-fitter in golf.
- Grew Yamaha sales 12% YOY through TV campaign by signing and starring Lee Trevino.

01/96 - 12/07

J. Walter Thompson / Atlanta

Executive Creative Director

- I was responsible for branding and creative across all traditional and digital channels.
- Oversaw a department of 30 and orchestrated campaigns for the U.S. Marines, U.S. Virgin Islands, Maxfli Golf, Orkin, High Museum, Georgia Tourism and FEMA.
- Headed the winning pitches for Maxfli, FEMA and the U.S. Marines review.
- Implemented a more efficient new business process and introduced a 360-Brand board.
- Coordinated omni-channel campaigns, exceeding Marine recruiting goals 8 straight years.
- Launched the Maxfli "Revolution" golf ball, driving it to the #2 ball in golf.
- Chaired work on the Marines NASCAR sponsorship and X-Games experiential events.

PROJECT WORK

CD Writer/Designer

Over the years I have done freelance work for a myriad of agencies and major brands: BBDO on Capital One, Cingular and the U.S. Army pitch. FCB on Mazda trucks and RX-7. Chiat-Day on AT&T. University of Tennessee on their "FUTURE" TV branding campaign. The U.S. Women's Olympic Soccer team for Fox Sports. And movie promos for Disney.

PERSONAL

I was born and raised in Chicago. My passions are sports, jazz and animal rescue. I'm a member of Best Friends and iFilm Heroes, which films animal rescues around the world.

