

# SCOTT DOMBROWSKI

## CONTACT

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## PORTFOLIO

scottdombrowski.com

## SKILLS

Creative Direction/Art Direction,  
Copywriting, Creative Strategy,  
Brand Positioning, Creative Team  
Leadership, Digital Design, Print  
Design, Packaging Design, Video,  
E-Commerce, UI, UX, Project  
Management, C Suite Relations,  
Cross-Functional Team Partnering,  
Customer/Client Relations

## SOFTWARE

Adobe Creative Suite  
Microsoft Office  
Google Docs  
WordPress  
Harvest  
Agility  
Asana

## Education

Art Institute of Seattle  
AA Degree- Visual Communication

V2M Management  
Training Program Certificate

School of Visual Concepts  
Class on copywriting concepts

## ACCOLADES

Award for Best Marketing & Booth at  
the 2017 NW Flower & Garden Festival

Gregory Seahurst Swim Club  
Elected President 2019

## SUMMARY

As an experienced Creative Director, I have successfully led cross-functional teams and developed creative strategies for integrated marketing campaigns, branding expression, and digital transformation. My skills in creative direction, art direction, and UX/UI design, coupled with my ability to manage C-suite relations and client relations, make me a strong candidate for any Creative Director or Lead Creative role.

## PROFESSIONAL EXPERIENCE

**Creative Director- ScottyD.** 10/2018 to Present  
Founder & CEO of a small freelance agency creating corporate identities, websites, digital creative, integrated marketing campaigns and environmental graphics.

Clients: Creative Bros Landscapes, Atomo Coffee, Molbak's, Precious Vodka, ACG Builds

**Creative Director- McLendon Hardware** 9/2015 to 9/2018

Creative Director for a family-owned retail hardware store with seven locations in the Puget Sound area. I Built & managed a creative team of seven. Developed creative strategies for seasonal integrated retail marketing campaigns. Led McLendon's digital transformation, on all fronts creative/design. Routinely collaborated with cross-functional teams and stakeholders developing strategic direction on retail sales initiatives and branding expression. Performed weekly C Suite presentations.

- Successfully re-positioned and positively impacted the brand.
- Developed and managed the brand expression for the company.
- Developed & successfully launched a new, responsive e-commerce website.
- Created a new brand style guide and digital style guide.
- Established Social channels and initial messaging/style direction.
- Created the sub-brand "In Bloom" for the Garden Centers/Nurseries
- Award for Best Marketing & Booth at the 2017 NW Flower & Garden Festival.

**Creative Director- DAD Creative, LLC** 7/2004 to 9/2015

Founder & CEO of a small freelance agency creating corporate identities, websites, digital creative, integrated marketing campaigns and environmental graphics. For eleven years, I focused on the hospitality and travel industry working with the suite of Starwood Hotels & Resorts brands including: Westin, Sheraton, Le Meridien, W Hotels, St. Regis, The Luxury Collection, Aloft and Element.

- Developed the style guide for Starwood Hotels & Resorts' Multi-Brand integrated online marketing.

- UI/UX design for Starwood seasonal, promotional landing pages/ emails/banner ads.
- Designed & wrote over eighty integrated digital marketing campaigns for Starwood Hotels & Resorts.
- Branding & campaign for Seattle Times/NWSource.com People's Picks Awards.

Clients: Starwood Hotels & Resorts, Expedia, Getty Images, Eddie Bauer, Brooks Sports, Microsoft, Seattle Times/Nwsourc.com, Dan the Sausageman, BuiltBurger, Gonzaga University

**Creative Director, Ecomm-Eddie Bauer** 2/2005 to 7/2006

- Led a team of ten designers, writers, developers and UX.
- Worked with key stakeholders across the 3 main channels (Catalog, Online & Store) to establish tri-channel continuity of the brand expression.
- Managed all content on eddiebauer.com and eddiebaueroutlet.com.
- Adopted Agile methodologies when developing new content and modifying the customer shopping journey.
- Partnered with the VP of Marketing on the new brand direction developing an in-house brand video that excited the EB workforce and established a new point of view for the brand.

**Creative Director- Brooks Sports, Inc.** 3/2001 to 2/2004

- Part of the core stakeholders that helped take Brooks out of the red into the black within 3 years and successfully changed the perception of the brand to a serious (but happy), technology-driven, authentic running brand.
- Grew, managed, inspired and mentored a creative team of three.
- Developed creative strategies for product launches, Brooks-sponsored events, sales meetings, seasonal catalogs, and more.
- Integral in designing Brooks' first online E-commerce platform
- Designed global website templates for subsidiaries worldwide
- Successfully launched the Blue Line campaign.

**Creative Director- ShopLocal.com** 3/2000 to 12/2000

- Managed a small team of designers, writers & developers.
- Partnered with CEO in branding the company.
- Established the brand style guide.
- UI/UX for the site.
- Managed external PR and design agencies.