

# SCOTT DOMBROWSKI

## CONTACT

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## PORTFOLIO

scottdombrowski.com

## SKILLS

Creative Direction/Art Direction,  
Copywriting, Creative Strategy,  
Brand Positioning, Creative Team  
Management, 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

## PROFESSIONAL EXPERIENCE

### **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 Present

Founder & CEO of a small freelance agency creating corporate identities, websites, digital creative, integrated marketing campaigns and environmental graphics.

- 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/NWSsource.com People's Picks Awards.

Clients: Starwood Hotels & Resorts, Expedia, Getty Images, Eddie Bauer, Brooks Sports, Microsoft, Seattle Times/NwsSource.com, Dan the Sausageman, BuiltBurger, Gonzaga University, Creative Bros Landscapes, Atomo Coffee, Molbak's, Precious Vodka

### **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.
- 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.
- 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.

**Sr. AD to Assoc. CD- CreativeWorks.** 5/1997 to 3/2000

- Member of senior level management.
- Participated in “Brain Trust” meetings to ensure agency vision stayed on strategy.
- Conceptualized, created and nurtured award-winning ideas for every project from corporate identities and collateral, to print media and new media including Web & CD-ROM interface development.
- Studied and executed web UI/UX design for traditional websites as well as e Commerce sites.
- Managed the Creative Department (6 employees + freelancers).

Clients: Hewlett Packard, InfoSpace, Genie Industries, Childhaven, Tolo, Ciba, The Cobalt Group, AeroWorldnet.com