



4214 WOODFIELD PLACE, BELLEVILLE, IL 62226 • 618-416-2216
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CREATIVE OBJECTIVE

To leverage my talents and skills to create effective and impactful marketing communications.

EXPERIENCE

United Soybean Board/Soybean Checkoff - St. Louis, MO Freelance Creative Director 2020 - 2022

- Led creative development across all media platforms: print and digital advertising, direct mail, video, and HTML email
- Ensured reliable delivery of all promotional materials by managing vendors from bidding to final deliverables
- Collaborated with writers to design and produce animated content for social media platforms

Paradowski Creative - St. Louis, MO Freelance Art Director, 2014 - 2019

- Created performance-based landing pages, banner ads, and HTML emails for Monsanto, Anheuser-Busch, and Kahlua

M/A-COM Technologies - Lowell, MA Freelance Designer, 2009 - Ongoing

- Designed and developed corporate presentations, videos, landing pages, banner ads, and HTML emails
- Collaborated with Marketing teams to design and create multimedia CD/DVD product catalogs
- Designed and developed HTML E-newsletters and rich media ads

Ferrite Microwave Technologies - Nashua, NH Freelance Creative Director, 2006 - 2015

- Designed corporate identity, sales kits, company brochures, trade ads and expo booth graphics
- Designed and managed company website and other digital assets (banner ads, HTML email)
- Designed and produced E-brochures, one-pagers, and interactive presentations
- Hired and directed photographers and talent for corporate photoshoots

Micronetixx Technologies - Lewiston, ME Freelance Art Director, 2004 - 2006

- Designed corporate identity, trade booth graphics, and marketing materials
- Designed and managed company website
- Supervised development of AntennaSelect.com, an online broadcast antenna analysis program - designed program's interface graphics, hired and managed programmers

Berco Designs/Oasis-Berco - St. Louis, MO Freelance Design, 2009 - Ongoing

- Design and maintain two company websites
- Create banner ad campaigns, E-newsletters, landing pages and other online assets

Stratcom - Boston, MA Freelance Design, 2000 - 2009

- Design corporate identity, sales materials and trade ads for multiple national brands
- Design web banner ad campaigns, E-newsletters, landing pages and other web assets
- Hire and supervise contract creative teams (writers, art directors, designers)

EXPERTISE

Adobe: Photoshop, Illustrator, InDesign, Animate, After Effects, Premiere Pro, Audition, Dreamweaver

Microsoft: Word, Powerpoint

Programming: HTML, CSS, Javascript



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NOTABLE CLIENTS

Allomet	Incentive Resources
Anheuser Busch	Interneuron Labs
Astrum Software	Iron Mountain
Bell Foods	Leadership Academy
Body In Motion - Fitness Center	Leg Up Enterprises
Colombo Frozen Yogurt	Lightlife
Creative Touch Presence	Monsanto
Crossbay Communications	MGI
Danskin Footwear	Newbury College
Doubletree Hotels	Perkin Elmer
EMC Corp.	Pettinelli and Bean
Encore Software	SH and E Transportation Specialists
Fast Company	The United Way - Cape Cod
Gillette	Waltham Tourism Council
Gearon Hoffman Advertising	Winterstream Software
HomePortfolio	Uphams Corner Charter School
Homeport Inn	United Soybean Board (Checkoff Programs)
ImageData	US Mills

EDUCATION

Butera School of Art, Boston, MA - BFA, Design and Illustration

AWARDS & RECOGNITION

Communication Arts - Advertising Annual 1999, Poster Series
Print Regional Design Annual 2002 - Illustration
Beacon Award - Regional (Boston) Design Excellence 2003, Family Education Network - Website & Brochures
Hatch Award - Regional (Boston) Design Excellence 2004, Poster Design

PORTFOLIO

To view online portfolio, please visit www.scotthodgdon.com. Portfolio with printed samples provided upon request.