

SCOTT POWELL

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Portfolio: spocreative.com

CAREER BIO

As a creative designer with more than 10 years of experience in handling complex design solutions. I have collaborated with multiple teams to ensure seamless project delivery while troubleshooting technical issues. Working closely with technology and product teams, I have developed a passion for curating products that help grow clients opportunities and brands. I am a strategic and forward-thinking team player who is dedicated to ensuring the success of my projects and teams.

PROFESSIONAL EXPERIENCE

Cox Automotive / Campaign Manager

10/2021 – Present

- Account lead for advertisers, being the main point of contact across various teams. (Account Management, Product, UX Design, Engineering, and Editorial Teams)
- Collaborate with agency partners for advertisers, communicate any creative or technical updates, receive any asset updates and communicate any campaign errors and troubleshooting.
- Utilize WordPress, Adobe Photoshop, Google Ads Manager to develop campaign creatives.
- Facilitate the delivery of campaign creatives for client review and approval.
- Manage the accurate completion of all clients requested asset revisions.
- Ensure ongoing communication with clients and teams for a successful and timely launch.
- Guarantee that campaigns are running smoothly and performing properly through campaign flight.
- Lead technical troubleshooting or escalation to engineering teams.
- Provide ongoing campaign performance analysis and reporting. Inclusive of overall campaign performance and actionable insights.

Cox Automotive / Digital Media Designer II

4/2015 – 10/2021

- Design digital interactive advertisements while remaining consistent to brands guidelines.
- Provide technical support and troubleshooting for underperforming campaigns.
- Work closely with Account Managers and Sales to exceed performance goals.
- Provide QA and technical code editing to address any creative errors to ensure client creative is correct and serving within their expected SLA.
- Provide technical support and digital media guidance across business units for other UX visual designers.
- Ensure Ad Tags are implemented correctly and troubleshoot where needed.

Front Door Communities / Graphic Design

7/2013 – 4/2015

- Collaborate between Marketing Manager and Publisher agencies to develop interactive display ads and print ads to advertise current communities in development.
- Develop brand standards for upcoming projects.
- Create various Print and Digital assets for internal marketing needs.

Northwestern Mutual / Graphic Design

5/2013 – 2/2015

- Developed and designed insurance benefits guides booklets for our clients
- Worked across internal teams to design various internal marketing needs.
- Worked closely with Sr Designer to develop various marketing needs for the company.

AREAS OF EXPERTISE

Photoshop | Illustrator | Adobe Animate | After Effects | Adobe Premier | Figma | Wordpress | HTML & CSS | JavaScript | JSON | SQL | Tagging | Dynamic Ads | Rich Media Advertising | Google Advertising | Meta Advertising | Salesforce | Microsoft Office

EDUCATION

The Art Institute of Atlanta

Associates in Fine Arts in Graphic Design

2011 – 2013