

# SCOTT FASSETT

Creative Director | Brand Strategist | Team Leader

Broomfield, Colorado | 720.935.3151 | 1scottfasset@gmail.com | scottcd.com

## PROFESSIONAL SUMMARY

---

Creative Director with 20+ years of brand and campaign work for enterprise B2B technology organizations, including Oracle, Boeing, Microsoft, T-Mobile, and Dish. Grew from leading creative at a four-person agency to leading design at a 50-person, media-led agency, and has led a team of up to 12 designers, copywriters, and video editors across Denver and London. Results include a 400% increase in qualified leads for Boeing, a 270% increase in Request a Quote conversions for Dish Business, and a two-year T-Mobile retainer at the highest rate in agency history. Stays hands-on from first concept through production-ready craft in Figma and Adobe Creative Cloud, and uses AI to speed up ideation and concepting while keeping the craft human. 20+ BMA Colorado awards.

## CORE COMPETENCIES

---

Concept & Campaign Development • Art Direction & Design • Brand Identity & Design Systems • Digital & Social Creative • Video & Photo Direction • Conversion-Driven Creative • Creative Team Leadership & Mentoring • Client & Executive Presentation • Adobe Creative Cloud • Figma

## PROFESSIONAL EXPERIENCE

---

### Creative Director

*The Marketing Practice (formerly 90octane) | Denver, CO and London, UK | October 2014 – August 2026*

- Led design for a 50-person, media-led agency for several years, with final accountability for design quality and creative direction across every client
- Lead and mentor a creative team of up to 12 designers, copywriters, and video editors across Denver and London; team members stayed an average of 4.3 years, compared with 2.7 years agency-wide
- Directed creative for the Boeing Happy Travelers campaign, which drove a 400% increase in qualified leads
- Directed creative for Dish Business Watch What's Possible, which drove a 270% increase in Request a Quote conversions, the campaign's primary conversion goal
- Won a two-year T-Mobile retainer, at the highest rate in agency history, after a one-year trial; created tradeshow and partner-program creative for T-Mobile for Business, extending the brand into event and in-person environments
- Direct end-to-end creative for omnichannel campaigns across social, video, digital, print, and event platforms, managing 4–5 client accounts at a time
- Own brand identity and visual systems for enterprise B2B technology clients including Oracle, Boeing, Microsoft, T-Mobile, and Dish, building the guidelines and templates that keep every touchpoint consistent
- Personally design high-visibility work, including brand identity systems, executive presentation decks, and campaign key visuals
- Direct video production and photo shoots, working with in-house video editors and external vendors and freelancers to deliver high-quality content within budget
- Present creative strategy and design direction to senior executives and client stakeholders, explaining the reasoning behind every decision to build confidence and buy-in
- Built the creative process around the team (intake, briefing, prioritization, review) so simultaneous client workstreams are delivered on time and consistently on brand
- Partner with account teams to scope and estimate creative work, plan staffing, and decide when and how much to bring in freelance support, shaping concepts to fit client budgets from the start
- Use generative AI tools (Firefly, Prome AI) to speed up ideation and concepting, cutting first-round concepts from three to four weeks down to two, and taught the team through practical use cases

- Contribute creative strategy and concepts to new-business pitches, helping frame the work in terms of what the client actually needs

## **Lead Art Director**

*Wick Creative (four-person agency) | Denver, CO | June 2010 – September 2014*

- Led creative team for digital and e-commerce focused campaigns, developing performance creative strategies that prioritized conversion optimization and measurable business results
- Built and implemented testing and iteration processes for creative optimization based on data analysis and performance metrics, establishing a framework for data-informed creative decisions
- Managed multiple client accounts while wearing multiple hats in a fast-paced agency environment, demonstrating flexibility in strategic planning, hands-on design execution, and client relationship management

## **EDUCATION**

---

### **Bachelor of Fine Arts, Visual Communication**

Northern Arizona University