

# SCOTT NELSON



MARKETING DIRECTOR / DESIGNER  
ASHEVILLE, NC

## EDUCATION



EAST CAROLINA UNIVERSITY  
BS- COMMUNICATION -AND- ART & DESIGN

## SKILLS



GRAPHIC & WEB DESIGN  
BRANDING  
MARKETING STRATEGY  
PHOTOGRAPHY  
ANIMATION  
VIDEO PRODUCTION

## HOBBIES



BACKPACKING  
VAN RENOVATIONS  
WOOD WORKING  
SCULPTURE  
PAINTING

## CONTACT



919.274.9508  
FIVELINEDESIGNLLC@GMAIL.COM  
WWW.FIVELINEDESIGNLLC.COM

## EXPERIENCE

### COHORT CREATIVE

OCT 2018-CURRENT

Senior Graphic Designer-Black Mountain, NC

- Senior Designer on our Playa Resorts account. I maintain brand consistency and develop new advertising concepts for 19 all-inclusive resorts throughout Mexico, Jamaica, and the Dominican Republic.
- Develop animation and design standards for their 100 foot-tall Times Square Ad on the Reuters building during holidays. Design and review all print advertisements and digital banners to meet each individual brand's standards.

### G/M PROPERTY GROUP

NOV 2015-OCT 2018

Marketing Director-Asheville, NC

- Responsible for development and management of a Commercial Real Estate company's brand and reputation. A brand responsible for over \$817 million dollars in real estate sales and \$2.7 billion closed.
- Provide and implement new marketing strategies to be measured and monitored annually. Measurement strategies for marketing success included: email campaigns, Google Analytics, digital banners and capturing client lists.
- Maintaining web content using HTML and CSS. Created online presence through social media avenues to build brand awareness
- Worked closely with clients and our team to ensure implementation is aligned with strategic brand objectives and client needs.
- Create and maintain all marketing collateral and advertising. Operate as brand ambassador at client meetings and conferences.

### FIVE LINE DESIGN LLC

JAN 2012-CURRENT

Owner-Asheville, NC

- Deliver an array of creative marketing solutions and design services Concentrating on branding, marketing, and design.
- Clients include: IBM, Dish Network, Highland Brewing, NCSU, and more.

### NC STATE UNIVERSITY

DEC 2014-JUNE 2015

Graphic Designer-Raleigh, NC

- Contracted for the 2015 Emerging Issues Forum to develop the visual concept for the life-cycle of the forum.
- Oversaw that the design process remained congruent between all print and digital content. Created strict design standards and visual themes for the NCSU Design School interns to follow.
- Managed a team of design school interns that helped implement visual concepts that flowed through all print materials (banners, desk wraps, podium wraps, event packets, etc.) and match our digital presentations (powerpoints, video, speaker information, etc.).

### CENTERLINE DIGITAL

DEC 2014-FEB 2015

Lead Graphic Designer-Raleigh, NC

- Contracted for IBM's convention InterConnect 2015, to unveil their newest cloud-based systems where over 18,000 people on a global spectrum were in attendance.
- Created the theme for the multi-day presentation. Oversaw a team of designers to implement brand strategy and the convention's theme.
- Provided all animations synced with each speaker's talking points.