

SCOTT SAGER

Creative Director/Art

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EXPERIENCE

Creative Director/Art

FREELANCE New York June 2018 - Present

Strong success record helping various ad agencies win new business and creating new campaigns for existing brands in various mediums.

Senior Vice President, Creative Director/Art

CALCIUM New York 1.5 years

- Creative art lead on numerous online/offline efforts for Boston Biomedical, Applied Biological Laboratories, and Genentech.
- Active in all new business pitches with a strong pitch/win ratio.

Creative Director/Art

FREELANCE New York 1 year

- Conceived and executed campaigns for numerous clients.

Associate Partner, Group Creative Director

ROSETTA (Acquired WISHBONE) New York 4 years

- Built and managed Rosetta Healthcare's New York creative team of 12 art directors and 10 writers.
- Creative lead for approximately \$24MM in AOR billings.
- Successfully directed new business pitches and launches for Claritin, Xiaflex, OxyContin, BreathTek, Samsca, and Silenor.

Senior Vice President, Creative Director

WISHBONE New York 4 years

- Co-creative leader on all new business pitches and client work.
- Helped double Wishbone's revenue—from \$9MM to over \$18MM—with a 75% pitch/win ratio over 4 years.
- Built and managed a talented creative team of 8 Art Directors.
- Helped increase the agency profile, earning it Med Ad News Category III 2009 Agency of the Year.
- Sold and executed creative for all agency clients across a wide range of product categories. Clients: Novartis, Dey, Meda, Otsuka, Genzyme, Sucampo, Purdue, Covidien, and Cardionet.

Senior Vice President, Creative Director

BRAND PHARM/PUBLICIS HEALTH New York 9 years

- Built and managed a talented creative team of 8 Art Directors.
- Developed award-winning DTC and professional campaigns for: Differin, MetroGel, TriLuma, Pepcid, Tylenol, Oral-B, Splenda, Preven Emergency Contraception Kits, and Blue Cross/Blue Shield.

Vice President, Associate Creative Director

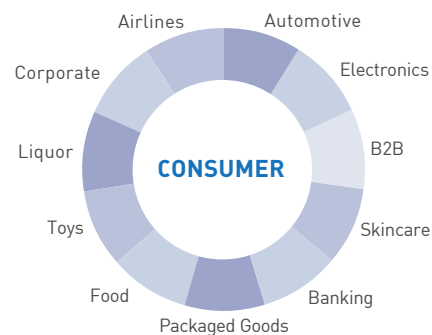
McCANN New York 11 years

- Spent 3 years developing the "Putting Quality on the Road" TV campaign for General Motors, including a 90-second Super Bowl spot; which increased consumer perceptions of all GM products when public opinion was low.
- Helped dramatically change business flyer's perceptions of USAir with a 3-year TV and airport campaign.
- Developed websites, banners, and online stories for Chase.com.
- Created new campaigns for Sony, Buick, Nestlé, Vaseline, Smirnoff, Gillette, Martini & Rossi, and Famous Grouse Scotch.
- Received the "Truth Well Told Award" for outstanding performance.

CAREER SUMMARY

As a meticulous art director and designer, I have many years of experience creating award-winning campaigns across various media platforms for some of the world's most iconic consumer and healthcare brands. I believe great work is simple, surprising, and based on strong strategic insights.

PRODUCT CATEGORIES



SKILL SETS

- Problem Solver
- Conceptual
- Collaborative
- Motivational Leader
- Websites
- iPad Apps
- Television
- Mobile
- Video
- Print
- Animation
- Logos and Branding

EDUCATION

Skidmore College Saratoga Springs, NY
• BS in Art • Minor in Business Administration

INTERESTS

- Watercolor painting—visit: scottsager.com
- Skiing out West
- Sailing in Buzzards Bay
- Kayaking in Maine
- Restoring my 1967 GTO