

# SCOTT SAGER

@scottsager7@gmail.com

## Creative Director/Art

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## EXPERIENCE

### Creative Director/Art

**FREELANCE** New York May 2023-

### VP Creative Director/Art

**FINGERPAINT/EMCAY** New York 4.5 years

- Strong success record winning new business and creating award-winning campaigns in various mediums for multicultural audiences.

### Senior Vice President, Creative Director/Art

**CALCIUM** New York 2 years

- Creative art lead on numerous online/offline client efforts.
- 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 5 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, 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 Agency of the Year.
- Sold and executed creative for all agency clients across a wide range of product categories. Clients: Novartis, Otsuka, Genzyme, Dey, Meda, Sucampo, Covidien, and Cardionet.

### Senior Vice President, Creative Director

**BRAND PHARM/PUBLICIS HEALTH** New York 5+ 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

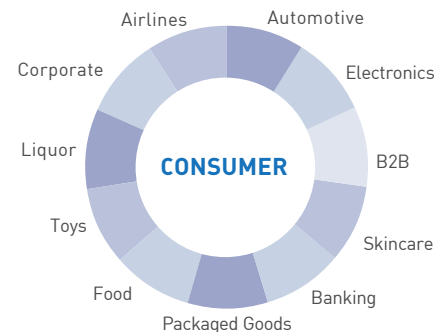
**McCANN** New York 5+ years

- 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](http://scottsager.com)
- Skiing out West
- Sailing in Buzzards Bay
- Kayaking in Maine
- Restoring my 1967 GTO