

SCOTT FASSETT

Creative Director • Brand Storyteller • Team Leader

Creative leader who's spent 20+ years building teams and making work that actually performs. I've led campaigns for big B2B tech brands, but I've always been drawn to work that connects with real people in the moment. I get performance creative - what makes people stop scrolling, what drives them to act. I've been experimenting with AI tools for the past few years, not because it's trendy but because I'm genuinely curious about how it can make creative better without losing human-ness. I know how to test, iterate, and scale what works while killing what doesn't. And I'm passionate about building teams where people do their best work and genuinely enjoy their job.



720.935.3151



1scottfasset@gmail.com



Denver, Colorado
(Open to remote)



scootscd.com

SKILLS

STUFF I'M GOOD AT

- Leading creative teams without ego | Making performance-driven social and video content | Testing and scaling what works
- AI experimentation (the responsible kind) | Partnering with cross-functional teams | Cultural awareness and authenticity

CREATIVE STUFF

- Direct response advertising | Brand storytelling that connects | Social platform fluency
- Scroll-stopping creative concepts | Data-informed creative decisions

TEAM + OPS STUFF

- Building high-performing creative teams | Managing agency relationships | Creative operations and speed-to-market
- Mentoring and developing talent | Cross-functional collaboration | Production management

TECHNICAL STUFF

- Adobe Creative Suite + Figma Proficiency | AI + Emerging Creative Technologies | Marketing Cultural + Trend Awareness

EDUCATION

**Bachelor of Fine Arts,
Visual Communication**

Northern Arizona University

EXPERIENCE

Creative Director

The Marketing Practice (90octane) • Denver, CO and London, UK • October 2014 - Present

- I help run creative for high-growth tech clients, but honestly, the work I'm most proud of is how the team came together. I lead 12+ designers, writers, and video editors across different time zones - mentor them, learn from them, and create an environment where people genuinely want to work with each other and push our self-made boundaries.
- We started bringing AI tools into our workflow about three years ago. Not the "let AI do everything" approach, but thoughtful deployment - using it to speed up ideation, test more concepts faster, and free up time for the actual creative strategy. We reduced our concept development time, while the award-winning quality stuck around.
- I directed the creative process from messy first ideas to polished final work across social, video, digital, and even some old-school print. We learned how to make complex B2B stuff feel human and relatable - which is harder than it sounds.
- We partnered early and often with marketing, product, and sales teams. I learned early on that great creative dies if it doesn't align with business goals. My job is translating what they think is needed into creative that actually works - not just looks and sounds cool.
- I've helped with production on countless shoots - video, photo, you name it. I've gotten good at producing quality content efficiently, because budgets don't care about my artistic vision. You learn to be resourceful.
- I've stayed obsessed with what's working in the market. What trends are hitting, what platforms are changing, what competitors are doing. Cultural fluency isn't optional when audiences can smell inauthenticity from miles away.

Lead Art Director

Wick Creative • Denver, CO • June 2010 - September 2014

- I helped run a small but scrappy creative team focused on digital and e-commerce work. This is where I learned the fundamentals of performance creative - what actually drives conversions versus what just wins awards in a vacuum, and how to optimize campaigns based on results.
- I built processes for testing and iterating on creative based on real data. I started thinking about creative as a tool to move business metrics. That mindset stuck with me.
- I got comfortable with the pace of a smaller agency where you wear multiple hats and figure things out as you go. Sometimes you're the strategist, sometimes you're hands-on in Photoshop. That flexibility became my default modus operandi.

PAST ROLES

Art Director • Spin Creative Studio • Breckenridge, CO • 2007 - 2010

- I led creative designs across print, digital, and social for various clients. This was pre-Instagram, which is wild to think about now.

Senior Designer • Brand Iron Marketing • Denver, CO • 2003 - 2006

- I cut my teeth supervising a design team of one and learning how agencies actually work. Made a lot of mistakes. Still do. Got better.