



4214 WOODFIELD PLACE, BELLEVILLE, IL 62226 • 618-416-2216
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CREATIVE OBJECTIVE

To leverage my creative talents and strategic vision to deliver high-impact, brand-building print and digital marketing communications.

EXPERIENCE

Paradowski Creative - St. Louis, MO Freelance Digital Design, 2012 - Present

- Create interactive multimedia marketing materials and other web-based assets (banner ads, E-newsletters)

Washington University Prevention Research Center - St. Louis, MO Freelance Flash Design, 2012

- Design and produce interactive web-based training modules for healthcare professionals

Ferrite Microwave Technologies - Nashua, NH Freelance Art Director, 2001 - Present

- Design corporate identity, sales kits, company brochures, trade ads and expo booth graphics
- Design and manage company website and other web-based assets (banner ads, E-newsletters)
- Hire and direct photographers and talent for photoshoots
- Responsible for the development of Powerpoint and Flash Corporate presentations

Micronetixx Technologies - Lewiston, ME Freelance Art Director, 2004 - Present

- Design corporate identity, expo graphics and marketing materials
- Design and manage company website
- Supervise development of AntennaSelect.com, an online broadcast antenna analysis program - design program's interface graphics, hire and manage programmers

Stratcom - Boston, MA Freelance Design, 1996 - 2009

- Design corporate identity, sales materials and trade ads for multiple national brands
- Design web banner ad campaigns, E-newsletters, landing pages and other web assets
- Hire and supervise contract creative teams (writers, art directors, designers) as needed

Carlsen Fried Advertising - Wellesley, MA Freelance Digital Design, 2000 - Present

- Creative consultant and digital designer
- Design and produce banner ad campaigns, HTML email, landing pages and other web assets

Medisense - Cambridge, MA Freelance Design, 1994 - 2002

- Design company brochures, trade ads and expo booth graphics
- Design product packaging and mock ups
- Produce templates for corporate Powerpoint presentations
- Responsible for product illustration and concept comps

M/A-COM Technologies - Lowell, MA Freelance Design, 2000 - 2012

- Responsible for the development of Flash and Powerpoint and customer multimedia presentations
- Responsible for CD/DVD product catalog design and production

KK&M Advertising - Boston, MA Art Director, Studio Manager, 1991 - 2000

- Design sales materials, FSIs, ads and brochures for Papa Gino's, Doubletree Suites, Tile City, and Capital Bank
- Manage the agency's production studio
- Responsible for scheduling and hiring freelancers



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NOTABLE CLIENTS

Designed and directed marketing communication programs in print, web, and multimedia.

Allomet	Incentive Resources
Anheuser Busch	Interneuron Labs
Astrum Software	Iron Mountain
Bell Foods	Leadership Academy
Body In Motion - Fitness Center	Leg Up Enterprises
Colombo Frozen Yogurt	Lightlife
Creative Touch Presence	Monsanto
Crossbay Communications	MGI
Danskin Footwear	Newbury College
Doubletree Hotels	Perkin Elmer
EMC Corp.	Pettinelli and Bean
Encore Software	SH and E Transportation Specialists
Fast Company	Storcast
Gillette	The United Way - Cape Cod
Gearon Hoffman Advertising	Waltham Tourism Council
HomePortfolio	Winterstream Software
Homeport Inn	Uphams Corner Charter School
ImageData	US Mills

EDUCATION

Butera School of Art, Boston, MA - BFA, Design and Illustration

AWARDS & RECOGNITION

Communication Arts - Advertising Annual 1999, Poster Series

Print Regional Design Annual 2002 - Illustration

Beacon Award - Regional (Boston) Design Excellence 2003, Family Education Network - Website & Brochures

Hatch Award - Regional (Boston) Design Excellence 2004, Poster Design

PORTFOLIO

To view online portfolio, please visit www.scotthodgdon.com. Portfolio with printed samples provided upon request.