



# SCOTT VITOLINS

## DIRECTION IN DESIGN

### INFO



**NAME**  
Scott Vitolins



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11 Outlook Drive  
Norwalk, CT 06854



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**EMAIL**  
stvitols@gmail.com



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stvitolsdesign.com

### SOCIAL



**FACEBOOK**  
S.Vitolins Design



**INSTAGRAM**  
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linkedin.com/in/scott-  
vitols-98098b3/

### REFERENCES



**Chris Healey**  
EVP Creative Director  
Doner CX  
203-615-3127  
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**Derek Correia**  
Former CEO  
Source CxM Agency  
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**Julie Badion**  
Creative Director/Copywriter  
Source CxM Agency  
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**Brian Sitts**  
Creative Director/Copywriter  
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914-329-9134  
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A creative leader and marketing professional with a passion to succeed in anything I do, I believe collaboration and checking your ego at the door is essential. Well versed in a wide variety of marketing disciplines — anything from digital/social and shopper marketing to full campaigns, branding/logo/package design and experiential. No matter the objective, I take pride in rolling up the sleeves, problem solving and adapting, no matter the assignment. I lead by example to inspire others to always push the boundaries of creativity by getting out of comfort zones and continuing to view assignments from a different perspective. I'm constantly striving to evolve my style to represent both current trends and client needs. My attention to detail helps not only in design and direction, but also in deciphering briefs, understanding different viewpoints, developing proper strategy and better understanding the unique challenges of each assignment.



### NOTABLE ACHIEVEMENTS

- Won a Gold Reggie award for "Partnership Campaigns" for the Eight O'Clock/Friends 20th Anniversary Central Perk NYC pop-up store. Along with a Bronze ProAward for "Best Entertainment Sponsorship or Tie-In".
- Responsible for the development and evolution of BIC Lighters' social media platform 6 years running, reaching and engaging nearly 1 million followers.
- Responsible for creating the new Nestlé Pure Life water can design which is slated for 2021 launch as well as Poland Spring Energy campaign look and strategy.



### SKILLS & EXPERTISE

Leadership	<div></div>	Photoshop	<div></div>
Management	<div></div>	Illustrator	<div></div>
Creativity	<div></div>	InDesign	<div></div>
Positivity	<div></div>	Ms Word	<div></div>
Flexibility	<div></div>	Ms Excel	<div></div>
Presenting	<div></div>	Keynote	<div></div>
Teamwork	<div></div>	Powerpoint	<div></div>
Digital/Social	<div></div>		



### WORK EXPERIENCE



**Nestlé Waters** 2019-Present  
*Senior Design Lead (Full-Time Contractor/Consultant)*

Creative lead launching Nestlé Waters first small internal creative department delivering brand growth through conceptual thinking and flawless execution. Responsible for a variety of work from developing new brand campaigns to creative design executions and vendor management.

- Leveraging my knowledge and expertise in package/product design, shopper marketing, in-store displays, trade show design as well as social media content.
- Collaborate with cross-functional partners including Media, Brand, Shopper Marketing and Sales.
- Brands include Perrier, San Pellegrino, Acqua Panna, Poland Spring and Nestlé Pure Life, to name a few.

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### WORK EXPERIENCE (CONT.)



#### Source CxM Agency *Creative Director*

Manage a small creative team on a multitude of brands that have included Eight O'Clock Coffee, BIC Lighters, Chase, HBO, StarKist, RedHot, Cattlemen's, Pepperidge Farm, Gallo, Philips Lighting, French's and Swisher. Involved with every aspect of the creative process, from managing simultaneous projects and brainstorming to the actual design and client presentations, with a focus on 360 integrated marketing solutions to help our clients succeed. I have a significant role in the creative development of almost all new business pitches that come through the door.

- Successfully branded and launched 2 new products...Liquid Soul e-vapor and Cue Vapor
- The "go-to" designer for all things logos... from branding Source CxM, Cattlemen's and Cue Vapor, to many other marketing activation "lock-ups" and looks
- Assisted in experiential marketing efforts for Chase, Chrysler/Fiat, History Channel, Liquid Soul and Eight O'Clock Coffee



#### Think 360 Marketing *Associate Creative Director*

Lead creative on CPG brands Crayola, Pepperidge Farm, Starkist, Mike & Ike, Hot Tamales, Tetley Tea, Delmonte, Terra Chips, Heinz and Sausages. The small agency model gave me the opportunity to not only manage multiple accounts at the same time, but allowed me to continue to design, concept, collaborate with vendors and freelance writers, present to clients and break up the day-to-day with new business.

- Managed and directed brand photoshoots
- Created new brand identity for T360 along with revamping the website which aided in the successful sale of the company to Source Marketing.
- In-house digital re-toucher and illustrator when needed.



#### Alcone Marketing *Associate Creative Director*

Helped lead a team to build newly acquired businesses such as Beck's Beer, Mrs. T's Pierogies and Hasbro. The successes later led to more opportunities on Laughing Cow, Philips Lighting, Wish-Bone and Dos Equis



#### Colangelo Synergy Marketing *Sr. Art Director*



#### Clarion Marketing *Sr. Art Director*



#### Mars Advertising (The Mars Agency) *Art Director*



### EDUCATION

**College for Creative Studies. Detroit, MI**  
(Illustration & Graphic Design concentration)

**Central Michigan University. Mt. Pleasant, MI**  
Art major prior to transfer to CCS.