

SCOTT NELSON



STRATEGY & CREATIVE CONSULTANT / ATLANTA

ABOUT ME

I've designed Brand strategies and creative for over 25 years; from helping the U.S. Marines exceed recruitment goals 8 straight years to growing Bridgestone Golf from \$29 to over \$80 million. I've also published a book called, "The 3-Ring Strategy," to help clients follow a proven process navigating today's digital world. It's simple, it's visual, and best of all, it works.



CONTACT

PHONE:

404.606.3877

EMAIL:

scott@3ringmarketing.com

WEBSITE:

www.3RingMarketing.com

SKILLS

Brand Strategy



Creative Design



Problem Solving



Leadership



EXPERIENCE

● Strategy-Creative Director

3 Ring Marketing | 2008-Present

Designed a proven strategy for creating Brand synergy. Providing clients with a compass to move ahead in the digital world, with content consistency across all platforms.

- Led **Bridgestone Golf** Ball-fitting strategy and creative featuring Tiger Woods.

● Executive Creative Director

J. Walter Thompson | 1996-2007

Led a department of 20 on the **U.S. Marines**. Following a strategy of "Transformation," we created TV, digital and a new website.

- Won 2 **One Show** awards for Corporate Image/Digital in both B2C and B2B.

EDUCATION

● BA in Marketing

University of Kansas

- Minor in Design

● Previous Agencies:

Leo Burnett, FCB, Sapient-Nitro.