

SCOTT J THIBODEAUX

Advertising

View the full portfolio at <http://www.thecreativefinder.com/sthibodeaux>

Professional Experience and Curriculum Vitae

I've always had a passionate connection to design and an anthropological fascination with how people relate to the world around them. Throughout my career I've always been drawn to the challenge of the best possible way to connect people to brands and to keep them engaged in an authentic way.

My diverse experience has allowed me to gain keen insight into the entire thought process of the consumer, from discovery to consumption. Turning consumers into brand advocates is the most cost effective way to increased sales and the broadening of your customer base.

With a strong leadership background, I know how to successfully rally troops to complete and exceed the very difficult challenges facing us in today's ever changing market. Imagination, collaboration and flexibility is the key to my success as a leader.

My client experience has included technology, mobile products and communications, consumer goods, gaming and entertainment. In particular, my experiences in the new product development for Pepsi and Sandisk have allowed me to be immersed in the product lifecycle, from concept to branding to advertising to website development and social media. My most recent position at CBS Interactive has allowed me to further explore brave new worlds of engagement in the mobile space as well as increased exposure on more traditional media such as television and electronic billboards in Times Square.

Previous Clientele

Pepsi, Microsoft & Microsoft gaming, Sony, CBS, Skyy Vodka, Sandisk, Nokia, AT&T Wireless, EBAY, SUN, CocaCola, Eidos, Logitech, Safeway, SuperCuts, CNET, CBS Sports, CBS News, CBS.com, Chow.com, Gamespot.com, TV.com ...many more.

Awards and Accolades

SCOTT THIBODEAUX

CREATIVE DIRECTOR

BRANDING, IDENTITY, DESIGN, WEB, UX, ONLINE, PRINT, TV

AUG 10 - PRESENT

CBS Interactive • Creative Director San Francisco. CA

As the Creative Director of the central marketing team I've led a diverse team of 25 multi-disciplined creative and production team members on diverse projects across all of our sports, entertainment and technology brands.

Projects included a wide range of online advertising/ad innovation campaigns and social media experiences that support our 22 brands. This included everything from videos, brand take-overs, banners, mobile units and interactive brand engagement at site level and in the social arena.

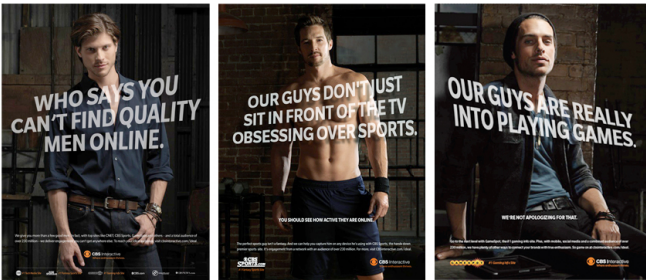
15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

Another important part of my job entailed creative leadership over large-scale events for our major brands; CNET, GameSpot and CBS Sports. Throughout the year we designed 6 major conference experiences from CES, to Comicon, to SXSW, to E3 for gaming. Not only did we create the entire booth experience with graphics and video installations, we

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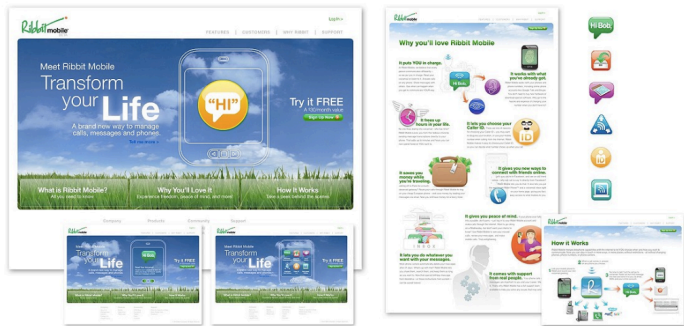
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