

# ScottMichaelDavis

CREATIVE DIRECTOR | ART DIRECTOR

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I'm an award-winning creative director with twenty-four years experience across a varied industry landscape. I started my career as an art director with some of the most creatively prestigious advertising agencies in the world including Fallon and Wieden + Kennedy before transitioning my skills towards New Media. I'm currently an SVP, Creative Director at Publicis, NY, where I run the Coffee-mate and Nescafé business.

Prior to Publicis, I had an entrepreneurial stint as a Partner and Executive Creative Director with Cowboy International —a digital agency in New York City. Cowboy had relationships with blue chip clients including Adweek, ING Direct, NYMEX, Hair Club for Men and Monster.com. I helped grow the company from 15 to 25 employees.

My work has consistently collected industry accolades and always met strategic goals and sales objectives. I continue to set the bar with a strong work ethic and creative vision that motivates those around me. My leadership at various startup agencies has propelled new business and beat growth expectations.

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## Experience

I started garnering creative awards in college, winning an Aspen Design Scholarship and a Gold in the student competition at the Kansas City Art Director's Club. Afterwards, I took a job at Adweek's 'Hottest Creative Boutique in the Midwest,' The Puckett Group.

In my first year, I won an Obie outdoor advertising award of excellence and my first Clio award while creating nationally recognized ad campaigns for regional clients.

I moved to New York City in 1995 to work at J. Walter Thompson. I helped launch the Kodak Advantix APS camera campaign. The spots were selected in AdWeek's Best Spots along with a campaign for Kodak's "Picture Guarantee." Other clients included The Wall Street Journal and Nortel Networks.

In 1997, I was recruited by Fallon McElligott to help get their newly opened New York shop get off the ground. While there, I worked on Holiday Inn, Nikon, United Airlines, USA Networks and Miller Lite. The Fortune magazine campaign, "Younger and Wiser," helped the struggling brand resonate with the young and aspirational 28-35 demographic. The campaign was recognized in Adweek and the ANDY awards.

The highlight of my tenure at Fallon was a Cannes Gold Lion for Miller Lite. The spot was also featured on the cover of the Cannes Advertising Festival Magazine.

After Fallon, I pursued a long and successful freelance career. My first stop was working with Russell Simmons at RUSH Media where the focus was grassroots social seeding/marketing through their entertainment channels —“Advertainment” as it was called before mainstream Internet penetration. The results were several spots for Coca-Cola including, “Night Train,” which was short-listed at the 2000 Cannes Advertising Festival. Strong creative direction helped ripen RUSH for a joint venture with Deutsch in 2000.

I also worked many other top creative agencies in New York such as Cliff Freeman and Partners, McCann Erickson, Kirshenbaum and Bond and Wieden+Kennedy. At Wieden I created a campaign for ESPN’s first reality show called, “The Life.” -ESPN’s first foray into the reality television arena.

At TBWA/Chiat/Day, my art direction for the A&E cable network became the template for their entire advertising and branding communications platform.

In 2005, I co-founded Cowboy International, becoming partner and Executive Creative Director. Integrating storytelling within digital roots, drew the interest of clients like, ING Direct, Adweek, King Pharmaceuticals, Monster.com. In two and a half years at Cowboy, we won over sixty percent of the new business pitches resulting in over five million dollars in additional fees and grew the staff from 16 to 25. The work for ING Direct received a Webby Award, while the Adweek campaign creatively relaunched Adweek.com. The rebranding and new website for Hair Club increased traffic two hundred percent in the first month and click-to-lead conversation improved thirty percent.

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## Past + Present

**Publicis, New York** - Creative Director

2010-Present

Accounts:

Citi, LensCrafters, Ad Council, Coffee-mate, Britvic, Nescafé

**William Burk LLC** - President, CCO

2008-2011

Accounts:

Zappos, MHR, Starwood Hotels, Jimmy Johns Sandwich Shop

**Cowboy International** - Executive Creative Director

2005-2008

Accounts:

Adweek, Monster.com, Zingy Mobile Media, ING Direct, Hair Club, NYMEX, Disaboom.com, NYSERDA, Hudson and Vumber

**Freelance**

8/98-2005

Wieden+Kennedy, CliffFreeman & Partners, Chiat Day, Kirshenbaum & Bond, BBDO, Messner VBS, McCann Erickson, J. Walter Thompson, RUSH Media, Lowe Worldwide, Saatchi and Saatchi, DDB, Grey Worldwide

Accounts:

Rolling Rock Beer, Absolut Vodka, Captain Morgan Spiced Rum, Parrot Bay Rum, Crown Royal Smirnoff Vodka, Milwaukee's Best Beer, Chivas Regal, Coca-Cola, PeopleSoft, Microsoft, Intel, Qwest Network, Sprint Wireless, Financial/Investments: Charles Schwab, Merrill Lynch, North Fork Bank, A&E, HBO, ESPN, CNN, Ford, GMC Staples, Olive Garden, 1-800 Collect, Pringles, Twix

Fallon McElligott - NYC

1996-1998 - Senior Art Director

Accounts:

United Airlines, Holiday Inn, Fortune Magazine, USA Networks, Miller Brewing  
Nikon Cameras

J. Walter Thompson - NYC

1995-1996 - Associate Creative Director

Accounts:

Wall Street Journal, Sprint, Nortel Networks, Kodak, Citibank

Trone Advertising, NC

1994-1995 - Associate Creative Director

Accounts:

Rhodes Furniture, Hanes, R. J. Reynolds

MZD, Indianapolis

1992-1994 - Associate Creative Director

Accounts:

Indiana Lottery, Citizen's Gas Company, Indiana State Fair, AutoSource, Concierge Travel, Milani Cosmetics, White Rock Beverage Co.

The Puckett Group, St. Louis

1990-1992 - Art Director

Accounts:

Mercantile Bank, Saint Louis Galleria, Buster Brown Shoes, Brown Shoe Co.

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## References

CONTACTS AVAILABLE UPON REQUEST

References:

Rob Feakins  
(Former) CCO, Publicis Worldwide

Anne Simmons  
President/CEO, Cosine Communication  
(former) President/CEO, RUSH Communication

Sabrina Crow  
SVP Brand Media/Corporate Development at Nielsen Business Media

Jonathan Cranin  
Former ECD/ McCann Worldwide (New York)

Over the years I have partnered with some of the most internationally recognized creatives in the advertising industry, including William Gelner (ECD of 180, LA), Toby Barlow (GCD, JWT, Detroit), Mark Abellera (GCD, McGary Bowen) and Stephanie Crippen (GCD, BBDO, Atlanta) —just to name a few.

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## Teaching

Guest Professor, Pratt Institute  
1995-1998  
Taught Art Direction courses with an emphasis in conceptual problem solving.

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## Awards

Cannes Lion (Gold & 2 shortlists), Webby, One Show, Communication Arts, Clio, D&AD, Graphis, National Addy, PRINT's Advertising Annual, Adweek's Best Spots, Obie Outdoor and various industry specific awards.

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## Education

Bachelor of Fine Arts, University of Kansas  
1990