

# scott macdonald

social media strategist | art director | digital producer  
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## Professional Experience

### Not For Sale Campaign – Oregon Director/Social Media Strategist

October 2008 - May 2010

Manage all online media ad campaigns; Analysis of digital campaigns & client reports, trafficking & reporting on online activity; optimizing ad performance for global/local campaigns.

### Whitehorse, Portland, OR – Senior Interactive Designer

February 2008 to August 2008 - Contract

Worked with clients and creative director to plan, scope, conceptualize and produce a wide range of interactive media campaigns (corporate, social networks, blogs, mobile, gaming, user generated content, etc.).

Clients included Nike, Columbia Sportswear, Wells Fargo, Genesis Financial, Dotster

### Nike Corporation, Beaverton, OR – Senior Flash Designer

August 2007 to October 2007 - Contract

Provided project management, design, usability direction and Flash programming developing interactive prototypes for assorted Nike Techlab devices. Assisted industrial designers with usability, functionality and advanced UI design solutions for intuitive device operation.

### wieden + kennedy, NYC – Digital Producer

July 2007 to August 2007 - Contract

Provided project management and development for w+k NYC Extranet project. Worked with Director of Digital Strategies to scope project, manage resources, create and maintain realistic timelines and budgets, and keep developers on strategy, on budget, and on schedule.

### wieden + kennedy, Portland, OR – Internet Technology

October 2005 - May 2007

Provided creative and technical management of intranet, wk.com, wiki & blog sites. Administered and supported w+k intranet/extranet sites, including interactive staging servers, portal servers, Portland and NYC intranets.

Responsibilities also included administration and maintenance of MS exchange & webnative accounts, AD and LDAP systems, Macintosh and SGI desktop and server support & productivity software including Adobe Suites & Apple Pro Apps.

### The New Group, Portland, OR – Art Director

October 2004 - April 2005

Worked with senior design directors and clients to develop and execute interactive design solutions within a set schedule and budget. Responsibilities included scoping, scheduling, conceptualizing, brand development, storyboarding interface and motion components, organization/art direction and production work.

Clients included Intel, Hewlett-Packard, Hobart, AT&T and Jackson National Life Insurance

## Volunteer Experience

### Portland Central Young Life, Portland, OR

April 2000 - October 2005

### High School Tennis Coach, Portland, OR

2004 - Assistant Tennis coach Grant High School Women's tennis team

2005 - Head Tennis coach Grant High School Men's tennis team \*Oregon State Team Champions

2006 - Assistant Tennis Coach Grant High School Boy's Tennis team

## Education

### Arizona State University

Graduated 1992

Bachelor of Science in Psychology

Graphic Design minor

### Pepperdine University

Science, programming

## References Available Upon Request