

Scott Chavez

Marketer | Strategist | Creative Leader

A creative marketer whose words and strategies have been grabbing people's attention for over 12 years.

EXPERIENCE

Fenix Fire Entertainment, Inc., Game Developer — Marketing Director

2017 - 2018

I lead every global marketing initiative for the Early Access, indie game *Osiris: New Dawn*. My strategic thinking, market know-how, and deep understanding of the gaming industry helped *Osiris: New Dawn* sell over 450K copies on a single platform. Additionally, I helped grow the team from eight to 24 employees; and further stepped in as a producer to manage the development pipeline to ensure all milestones were met for each game update/release.

The Buddy Group, Marketing Agency — Creative Lead | Senior Copywriter

2015 - 2017

As a creative lead, I was responsible for crafting maverick-minded creative that constantly pushed the boundaries. This meant taking the full creative lead on our biggest SMM account, playing a vital role during every creative pitch from concept to presentation, as well as writing everything that came out of the shop.

Select clients included: Dell, Wells Fargo, Pentel, Kodak, Cost Plus World Market

Modal, Digital Marketing Agency — Senior Copywriter

2012 - 2014

In strategic collaboration with designers and art directors, I was a chief creative responsible for creating and pitching digital and social media campaigns that culturally penetrated each target demographic.

Select clients included: Verizon Wireless, Panasonic, NFL, Oakley

Awaken Interactive, Marketing Agency — Senior Copywriter

2009 - 2012

Brought in to bolster the agency's creative output, I lead the team in producing integrated campaigns, as well as innovative mobile apps.

Select clients included: AMO, Botox, Juvederm, Gilead Sciences

Ignite Health, Marketing Agency — Editor

2006 - 2009

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SKILLS

Digital, Social, Multimedia, Influencer & Event Marketing

Market Analysis & Forecasting

Establishing & Maintaining Marketing Budgets

Team/Pipeline Management

Creative Leadership & Collaboration

Creative Strategy

Conceptual Thinking

Community & Social Media Management

EDUCATION

University of California Los Angeles (UCLA) | BA, English