

RESUME



QUIETYELL.COM

SCOTT MONACO

9 7 2 . 3 4 5 . 4 3 9 0

MONACO@QUIETYELL.COM



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Scott Monaco is a visionary entrepreneur and creative leader, having excelled for over 18 years in brand development and communications focused on intellectual property & entertainment content as well as marketing & advertising. Through his ventures and work with large corporations across several industries, Mr. Monaco has directed and worked in an extensive variety of disciplines from ideation to realization in illustration, graphic design, product design, animation & video, and the design & development of websites, games and apps amidst other similar disciplines and media. His creative leadership has led him to be the founder of multiple endeavors as well as hold art direction and design positions at multiple agencies.

PRIMARY FOCUS:

- Consultation and Strategy
- Creative and Art Direction
- Marketing Communications
- Branding and Intellectual Properties
- Illustration and Graphic Design
- Media & Products (Physical & Digital)



CONCEPT IDEATION & STRATEGY DEVELOPMENT

(intellectual property & brand, interactive systems, physical & digital product, marketing & advertising, etc.)

CREATIVE & ART DIRECTION

(print, radio, tv, product, photo shoots, etc.)

BRAND & INTELLECTUAL PROPERTY DEVELOPMENT

(character & storyline, logos & corporate identity, merchandising & licensing, restaurant, retail, entertainment venue, etc.)

MARKETING & ADVERTISING

(print/radio/tv/internet ads, direct mail, brochure & sales collateral, exhibit & trade show, in-store POS, promotional, menu, etc.)

GRAPHICS & ILLUSTRATION DEVELOPMENT

(2D, 3D, hand & computer, etc.)

PRODUCT & PACKAGING DEVELOPMENT

(R&D, concept, ergonomics, book & magazine, ticketing, dvd/cd, toy & gift, board game, plush & puppet, apparel & accessory, stationary, tech gadget, etc.)

WEB & INTERACTIVE DEVELOPMENT

(information architecture, marketing & functionally expansive websites, intranets/extranets, presentations, social media systems, mobile apps, virtual world gaming, etc.)

ANIMATION & VIDEO DEVELOPMENT

(tv commercial, internet ads, presentations, etc.)

CONSULTATION, DEVELOPMENT, PARTNERSHIP, & BUSINESS RELATIONS ACROSS MANY INDUSTRIES

Brand Dev. & Communication

- Ad Agency
- Production Studio
- Marketing & PR Firm
- TV/Film/Audio Studio
- Web/Game Studio

Business Services

- B2B Products
- Confectionery
- Convention & Expo
- Data Management
- Distribution & Logistics
- Financial Transaction & Security
- HR & Recruiting
- Licensing & Management
- Manufacturing & Industrial
- Product Design
- Technology Consultation
- Telecom

Consumer Products

- Apparel & Accessories
- Decor & Stationary
- Educational
- Mobile & Technology
- Retail
- Toy & Game

Consumer Services

- Data Security
- Energy
- Entertainment & Fitness

(Consumer Services Continued)

- Financial
- Legal & Insurance
- Medical & Beauty
- Repair

Energy Industry

- Energy Distribution
- Oil & Gas Services
- Support Products

Entertainment & Sports

- AFL, NFL, NBA, NHL, PGA
- Amusement Venue
- Brand/Personality
- Foundation & Fan Club
- IP Management
- Products & Services
- Retail
- Television Network
- TV/Film & Music

Fine Art & Commercial Art

- Personalities & Services

Food & Beverage

- Distribution Services
- Food/Beverage Products
- Manufacturing Services
- Restaurant & Retail

Government & Non-Profit Org

- Christian Church & Ministry
- CVB & Associations

(Gov & Non-Profit Continued)

- Event
- Foundations & Causes
- Humanitarian
- Political Campaign
- School District

Health & Beauty

- Beauty Product & Service
- Fitness Retail
- Medical Product & Service
- Retail/Office

Publishing

- Book & Comic
- Magazine & Program
- News & Info
- Search Engine

Retail

- Brick-n-Mortar & Online
- Kiosk & Mobile
- Restaurant & Cafe
- Apparel & Accessories
- Education
- Entertainment
- Health & Beauty

Technology & Telecom

- B2B & B2C Hardware
- B2B & B2C Services
- B2B & B2C Software

SELECT CLIENT, VENDOR, PARTNERSHIP, LICENSING, & BUSINESS RELATIONSHIP EXPERIENCE

- A-Affordable Insurance
- Abbott Labs
- Ace Cash Express
- AFC (Advanced Fibre Communications)
- Alcatel Telecom
- Allen ISD Kids Institute
- American Floral Industry Association
- Asian American Baptist Church
- Bachman Lake Foundation
- Blockbuster
- Boy Scouts of America
- Buon Giorno Coffee
- CDS Vending
- Chad Hennings (NFL)
- Compass Christian Church
- Cool Cuts 4 Kids
- CRM Studios
- CultureShock (Highland Park Methodist Church)
- Dallas Cowboys (NFL)
- Dallas Desperados (AFL)
- Dallas Market Center
- Dallas Mavericks (NBA)
- Daystar Cable TV Network
- DSC Communications
- Efficient Networks
- Emmitt Smith (NFL)

- Exxon/Mobil
- FAMA Licensing
- Fish Photography
- Fossil Watch
- Fujitsu
- GameStop
- Gameworks
- Grapevine, City of
- Healthy Start
- Micro-Market Retail
- Heartland Church
- Hot Topic
- International Licensing Show
- International Toy Show, Dallas
- Ishir Software Dev.
- Justin Leonard (PGA)
- Kay Bailey Hutchison (Texas Senator)
- Las Colinas Entertainment Center
- LeapFrog (Educational Toys)
- LogicSoft (IT Recruiting)
- Love & War in Texas (Restaurant)
- Manhattan Toy
- Mike Modano (NHL)
- Moroch Ad Agency
- Motorola
- MPS Studios
- Nest Family Entertainment

- Nikko America R/C Cars
- Out of the Box Games
- Pecan Deluxe Candy Company
- Penton Media (Penton Restaurant Group)
- People Solutions / Portenta HR System
- Peterbilt Trucks
- Phillips, Craig, & Dean (Music)
- Powerade
- RadioShack
- Saint James Episcopal Church
- Samsung
- Santera Systems (Telecom)
- Scholastic Books
- Service Experts
- Starlight Power (Texas Power Online)
- Sunstone Yoga
- Tellabs (Telecom)
- Texas Instruments
- Thumbplay Mobile
- Tidel
- Todd Wagner Foundation
- Troy Aikman (NFL)
- TXU Energy
- Walmart
- Yao Ming (NBA)
- And Many More...

QUIETYELL LLC

Owner

April 2006 – Present

Company Overview:

QuietYell™ is a developer of lifestyle and novelty brands, illustrations, and designs for licensing and merchandising into physical products, digital downloads, client brand development & marketing efforts, and more.

Business Activity:

QuietYell has novelty intellectual properties licensed to and available for ecommerce sale through on-demand product services (CafePress & Zazzle). QuietYell's client work includes: logos & branding, print collateral/marketing, signage, website development, illustration licensing, book development, and more, including disciplines such as:

- Business & Brand Consultation
- Personnel/Vendor/Partner Management
- Creative Direction & Implementation
- Art Direction & Project Management
- Marketing Campaign Concept and Development
- Intellectual Property Concept and Development
- Character & Story Design and Development
- Logos & Branding Development
- Graphic Design
- Illustration & Photo Manipulation
- Print Collateral
- Print Ad Development
- Direct Mail Development
- Marketing Materials
- Product Packaging & Development
- In-Store Signage Development
- Convention Exhibit Development
- Storyboarding
- Animation & Video Direction & Development
- Technology Strategy and Direction/Development of:
 - Websites & Expansive Web Systems
 - Ecommerce Systems
 - Social Networking Systems
 - Gaming and App Platforms (Web & Mobile)
- Interactive Presentation Development
- Interface Design and Development
- Information Architecture
- Social Media Strategy and Marketing Implementation
- and More

Client, Partnership & Licensing Experience:

- Allen ISD Kids Institute
- Amusement Park Ad Agency
- Ant Farm Digital Studios
- Asian American Baptist Church
- Beyond Poverty (Ministry)
- Career Christian Retreat
- CDS Vending
- Compass Christian Church
- Fish Photography
- GrapevineStar Entertainment Inc.
- Healthy Start Micro-Market Retail
- Hibiscus Magazine
- Innovative Way (Business Process & Technology Consultancy)
- J. Ross Stooksberry, DDS
- Law Offices of Ivan Goh
- LogicSoft (IT Recruiting)
- MyMedWeb (Healthcare Data)
- Pace & Goldston Law Offices
- Penton Media (Penton Restaurant Group)
- People Solutions / Portenta HR System
- Per Aspera Ad Astra (Pre-Paid Mobile Kiosk)
- St. James Episcopal Church
- Sunstone Yoga
- Taylor Made Adventures (Fishing)
- Truth In Glass (Stained Glass Reproductions)
- Urban America Television
- Vapors2Go (e-Cigarette Retail)
- Western Legends / Wild West Diversity (Minority Rodeo History)
- YouthWaves (Ministry)
- And Many More...

THE AMUSEMENT PARK

Strategic Partner For Digital Communications

November 2012 – Present

Company Overview:

The Amusement Park™ is a "Virtual Creative/Ad Agency" dedicated to brand marketing, entertainment & content creation.

Responsibilities:

- Consultation
- Business Development Presentation
- Marketing Campaign Concept
- Website Strategy & Development
- Mobile Strategy & Development
- Social Media Strategy and Marketing Implementation
- Logos & Branding Development
- Illustration & Photo Manipulation
- Print Collateral
- Product Packaging Consulting
- In-Store Signage Consulting
- and More

Brand Experience:

- Shotz Natural Energy Supplement
- Night of the Living Dead
- JC Penney
- JobTap (Employee Recruiting)
- Movie Mentors Online
- Fuzzy's Taco Shop

GRAPEVINE STAR ENTERTAINMENT INC.

Chief Creative Officer
April 2003 – June 2013

Company Overview:

GrapevineStar™ is a globally focused media & entertainment company that develops and represents intellectual properties and content for TV, film, internet/mobile, publishing, merchandising, and licensing. It provides services including development, production, and distribution in the media & entertainment industries, representing over 50 entertainment properties, and has leadership with over 30 years experience working with major companies.

Responsibilities:

In addition to being the creative & technology lead for all GrapevineStar activity, Mr. Monaco was responsible for c-level management, B2B relations, employee/contractor management, and the development of brands, assets, technology, & merchandise. More specifically, his responsibilities covered:

- Business Strategy
- Consultation
- Business Development Presentation
- Employee/Contractor Management
- Vendor & Partner Relations
- Creative Direction & Implementation
- Art Direction & Management
- Photo Shoot Direction
- Project Management
- Intellectual Property Concept and Development
- Character & Story Design & Development
- Technology Strategy and Direction/Development of:
 - Expansive Web Systems
 - Ecommerce Systems
 - Social Networking Systems
 - Gaming and App Platforms (Web & Mobile)
- Interactive Presentation Development
- Interface Design and Development
- Information Architecture
- Social Media Strategy & Implementation
- Product Packaging Consulting & Development
- Product Design & Development
- Logo & Branding Development
- Character & Story Development
- Graphic Design
- Illustration & Photo Manipulation
- Print Collateral
- Print Ad Development
- Direct Mail Development
- Marketing Materials
- Pre-press
- Web Development
- Animation & Video Direction & Development
- Convention Exhibit Development
- and much more...

Brand, Intellectual Property, & Digital/Physical Product Experience:

In addition to the development of the GrapevineStar Entertainment brand itself, the following intellectual properties were developed (covering live action, character-based, cause-based, professional services, etc.) to be licensed & merchandised across all platforms (tv/film, video game, web & mobile, book, stationary, apparel, accessories, toy/plush, housewares, restaurant/retail, event, etc.):

- Africa Haute
- Back In The Game
- Beautiful Africa
- Beautiful World Brands
- Digital World Domains
- Earthboy
- Emotionals
- GrapevinePOP
- Hip Hop Bobbleheads
- Hip Hop Houndz
- Johnny Wimbrey
- MeMe & My World
- Media & Entertainment Professionals
- Mr. Bandman
- Rock on Ice
- Social Media Analysts
- SunnyLuv
- Tex Dunright
- Zoday
- And Many More...

Client, Vendor, Partnership, Licensing, & Business Development Relationship Experience:

External brands & relationships were managed by Mr. Monaco. In addition to procuring & managing licensing relationships, GrapevineStar and its brands offered consulting, development, and distribution services to clients as well as managed vendors, and developed & managed partnerships with various manufacturing, software development, entertainment development, distribution, and other partners:

- Anderson Communications
- Archaia Studios
- Artifex Animation
- Brethren Entertainment
- Buon Giorno Coffee
- Card Diva
- CRM Studios
- Design Edge Products
- Exxon/Mobil
- FAMA Licensing
- Genius Rocket
- Grapevine, City of
- HBCUToday
- Historic Downtown Grapevine Association
- Hot Topic
- Ishir Software Dev.
- Kay Bailey Hutchison
- Las Colinas Entertainment Center
- Licensing Show
- Manhattan Toy
- Moroch Ad Agency
- MPS Studios
- Nest Family Entertainment
- Out of the Box Games
- ProSource/Seaena
- QuestDrape
- Scholastic Books
- SticViews Wall Prints
- Thumbplay Mobile
- Toy Show, Dallas
- Tyloon Multilingual Search Engine
- And Many More...

Entrepreneurial Expansions:

In the development of GrapevineStar, Mr. Monaco and partners developed additional business endeavors expanding upon GrapevineStar's technology & social media strategy and development. Mr. Monaco's responsibilities for the following three ventures included:

- Business Strategy & Consultation
- Vendor & Partner Relations
- Employee/Contractor Management
- Creative Direction & Implementation
- Art Direction & Management
- Project Management
- Social Media Strategy and Marketing Implementation
- Technology Strategy and Direction/Development of:
 - Expansive Web Systems
 - Ecommerce Systems
 - Social Networking Systems
 - Gaming and App Platforms (Web & Mobile)
- Website Strategy & Development
- Mobile Strategy & Development
- Business Development Presentation
- Interactive Presentation Development
- Interface Design and Development
- Information Architecture
- Logos & Branding Development
- Graphic Design
- Illustration & Photo Manipulation
- Print Collateral
- Print Ad Development
- Direct Mail Development
- Marketing Materials
- and More

SOCIAL MEDIA ANALYSTS

Senior Consultant & Team Leader
January 2009 – June 2013

Social Media Analysts is an operating business unit of GrapevineStar:

Social Media Analysts™ is dedicated to small businesses and understands how to best utilize social media effectively. With Social Media Analysts, social media can drive sales and innovation, develop your brand, generate awareness, improve customer intelligence, and more. Small Business packages offer communication, customer interaction and acquisition, marketing, content, and reputation management social media services.

NEOTIVE GATEWAY SOLUTIONS, INC.

SVP Technology & Product Development
April 2010 – June 2011

Neotive is a partner & licensor of Social Media Analysts intellectual property:

Neotive Gateway Solutions™ is a next generation, interactive media solutions company with objectives to aid you in leveraging interactive media strategies across the extended enterprise to drive revenue & brand awareness and optimize supplier relationships & organizational efficiencies. Working with our strategic partners and utilizing our assessment tools, we assess the knowledge management needs (training & education, policies & procedures, compliance, and communities' internal & external feedback), develop holistic interactive strategies, and then apply the appropriate interactive media solution(s).

MEXIA HOLDINGS INC.

VP Community Development
May 2010 – August 2012

Mexia is a partner & licensor of Social Media Analysts intellectual property:

Mexia Holdings™ is a minority-owned and operated oil and gas services company based in Ft. Worth, Texas offering products and services to corporations, municipalities, and institutions throughout the energy industry. Mexia Holdings, its contractors, and employees are committed to providing its clients and customers with, high-quality, next generation oil and gas products and services, from industry leading suppliers and partners. The company, its advisors, and partners bring decades of oil and gas experience, as well as a focus on integrity, commitment, and excellence in customer service.

MEME AND MY WORLD INC.

Owner / Creator / Creative Lead
April 2003 – Present

Company Overview:

Originating from & expanding upon Mr. Monaco's The Emotionals™ intellectual property, MeMe & My World™ is a manga/anime-inspired, tween & teen, female-focused intellectual property with sub-brands tailored to other demographics, particularly gender-neutral young children, and tween boys.

Business Activity:

As the creator & co-owner, Mr. Monaco was the primary lead on the brand's development including activity such as:

- Intellectual Property Concept and Development
- Creative Direction & Implementation
- Art Direction & Management
- Project Management
- Story Development
- Character Profile Development
- Character Design
- Logos & Branding Development
- Graphic Design
- Illustration
- Print Collateral
- Marketing Materials
- Product Design & Development
- Product Packaging
- Animation
- Website Development
- Social Network System Strategy
- Gaming & App Strategy and Direction/Development
- Business Development Presentation
- Convention Exhibit
- Vendor & Partner Relations
- and Much More...

SPRINGBOARD AGENCY

Designer / Art Director
August 2005 - April 2008

Company Overview:

The Springboard Agency is a small advertising agency with clients in the sports, entertainment, Christian, and B2B event industries amidst others.

(The Springboard Agency closed business in late-2008)

Responsibilities:

- Creative Direction & Implementation
- Art Direction & Management
- Marketing Campaign Concept and Development
- Logos & Branding Development
- Graphic Design
- Illustration & Photo Manipulation
- Print Collateral
- Direct Mail Development
- Weekly Sports Program Booklet Development
- Pre-press
- Website Development
- Animation Direction & Development
- Convention Exhibit
- Product Packaging Development
- In-Store Signage Development
- and More...

Client Experience:

- American Floral Industry Association
- Anna McCoy Ministries
- Chad Hennings (NFL)
- Dallas Cowboys (NFL)
- Dallas Desperados (AFL)
- Dallas Market Center
- Dallas Mavericks (NBA)
- Daystar Cable TV Network
- Dove Logistics
- Emmitt Smith (NFL)
- Heartland Church
- Justin Leonard (PGA)
- Love & War in Texas Restaurant
- Mike Modano (NHL)
- Phillips, Craig, & Dean (Music)
- Refuge House
- Troy Aikman (NFL)
- Yao Ming (NBA)
- And Many More...

CALISE & SEDEI

Art Director / Designer
July 2004 – July 2005

Company Overview:

Calise & Sedei is a full-service, mid-sized advertising agency managing regional & national campaigns across print, tv, radio, web, and event.

(Calise & Sedei became Calise & Partners in 2010)

Responsibilities:

- Creative Direction & Implementation
- Art Direction & Management
- Business Development Presentation
- Marketing Campaign Concept and Development
- Logos & Branding Development
- Graphic Design
- Illustration & Photo Manipulation
- Print Collateral
- In-Store Signage Development
- Direct Mail Development
- Print Ad Development
- Storyboarding
- Radio/TV Commercial Concept Development
- Website Development
- Animation & Video Direction
- Vendor Management
- and Much More...

Client Experience:

- Cool Cuts 4 Kids
- Starlight Power (Texas Power Online)
- Service Experts
- A-Affordable Insurance
- AFC (Advanced Fibre Communications)
- Tellabs (Telecom)
- Ace Cash Express
- And More...



SPINIKER MEDIA GROUP

Owner / Designer
July 2000 – March 2003

Company Overview:

Spiniker Media Group is a boutique design firm with emphasis on branding & web development that Mr. Monaco formed with partners.

(Spiniker Media Group closed business in 2004/2005)

Responsibilities:

- Business Strategy
- Business Development Presentation
- Consultation
- Creative Direction & Implementation
- Art Direction & Management
- Project Management
- Photo Shoot Direction
- Marketing Campaign Concept and Development
- Logos & Branding Development
- Graphic Design
- Illustration & Photo Manipulation
- Print Collateral
- Marketing Materials
- In-Store Signage Development
- Direct Mail Development
- Print Ad Development
- Pre-press
- Convention Exhibit Development
- Storyboarding
- Animation Development
- Website Strategy & Development
- Interactive Presentation Development
- Interface Design and Development
- Information Architecture
- Product Packaging Development
- Product Design
- Vendor & Partner Management
- and Much More...

Client Experience:

- Bachman Lake Foundation
- Bill Nimelman Art
- Blockbuster
- Blue Drake Outfitters (Fly Fishing)
- Boy Scouts of America
- C-Magazines.com
- Cracklin Camo (Candy)
- Cross My Heart Stationary
- CultureShock (Highland Park Methodist Church)
- Elite Footwear
- EnergySphere
- Foundation Makers (Sports Foundation)
- GameStop
- Gameworks
- Gleason Calise Ad Agency
- Jer-Z (WEG Entertainment)
- Keith Loftis (Jazz Musician)
- MD&A (Advertising)
- Mike Modano
- Monde Marketing
- Pecan Deluxe Candy Company
- Powerade
- Prodigy Oil & Gas
- Publicitas
- Quiller & Blake Advertising
- Safe Record (Identity Protection)
- Santera Systems (Telecom)
- Steve Lawrence Art Studio
- Talon
- Taqua VoIP
- Tidel
- Todd Wagner Foundation
- Trinity Xpress Med
- Troy Aikman
- Ty Dye Bioinformatics
- TXU Energy
- Verve Communications Group
- Viseon (Video Conferencing)
- Walmart
- Worksoft
- And Many More...

IGNITION (INDUSTRIAL DESIGN)

Designer
April 1997 – June 2000

Company Overview:

Ignition (formerly Douglas Laube Industrial Design) is a full service product design firm (industrial design, engineering, prototyping, & more) with client work in the telecom, tech, toy, fashion, and healthcare industries amidst others.

(Ignition became a subsidiary of RadioShack & ceased independent operations in 2004)

Responsibilities:

- Demographic Research
- Photo Shoot Direction
- Graphic Design
- Illustration & Photo Manipulation
- 3D Modelling & Rendering
- Website Development
- Interactive Presentation Development
- Interface Design and Development
- Animation Development
- Logos & Branding Development
- Print Collateral
- Print Ad Development
- Marketing Materials
- Product Packaging & Development
- Product Design & Development
- Exhibit & Signage Development
- and More

Client Experience:

- Abbott Labs
- Alcatel Telecom
- DSC Communications
- Efficient Networks
- Fossil Watch
- Fujitsu
- LeapFrog
- Monterrey Telecom
- Motorola
- Nikko America R/C Cars
- Peterbilt Trucks
- RadioShack
- Samsung
- Stick Networks
- Texas Instruments



TM