SCOTT MONACO

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Brand & Creative Strategy, Content Development, Intellectual Property Entrepreneur

CATABOOM TECHNOLOGIES
Head of Creative and Customer Success Architect
(Marketing & Client Services)
March 2018 – Present

- Consulting, training, & strategy development to aid CataBoom's clients in achieving consumer/employee engagement and rewards delivery goals covering customer acquisition & retention, KPI & sales target incentives, education of the extended enterprise & consumers, etc.
- CataBoom brand architecture and multi-channel marketing development to reinforce leadership in the gamification of loyalty rewards & promotions industry.
- Developing growth & structure strategy of CataBoom and SaaS platform; emphasis on Creative Department.
- Managing Creative Department personnel and vendors in the development of CataBoom marketing and creative services projects.
- Initial and ongoing creation of CataBoom's Creative Product & Intellectual Property Offering.
- Creative & Art Direction, Design, and Illustration of micro-game assets & themes for campaigns using CataBoom's proprietary, off-the-shelf, white-label mechanics as well as 3rd party games.
- SaaS product UXUI Consulting & Support.

Sr. Creative Director
September 2018 – May 2021

- Supported all clients with consulting, training, and creative services, including creative & art direction, design, and illustration for their branded, gamified, promotional campaigns.
- Developed internal marketing materials and worked with business development team to identify targets, develop strategies & presentations, and give tangible prototypes to prospective licensors.
- Created the library of proprietary micro-game themes & assets for licensors to download and apply to their CataBoom campaigns.

Contract Designer
March 2018 – August 2018

- Designed game skins/themes, branding/logos and presentations along with digital illustration of characters, backgrounds, and other game assets for CataBoom proprietary game & reveal mechanics on behalf of clients, using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

QUIETYELL LLC
Owner
April 2006 – Present

QuietYell™—the creative studio of Scott Monaco—is a developer of novelty brands and offers creative services including I.P. consulting, art direction, Illustration, logos & brand development, print collateral & ads, UX/UI consulting, website development, book development, and more.

THE AMUSEMENT PARK AGENCY
Art Director / Designer & Illustrator
November 2012 – February 2018

ART DIRECTION, PRINT AND WEB DESIGN, AND ILLUSTRATION : Engaged in brand dev. and marketing for technology services, CPG, restaurant/retail, and entertainment brands.
RESPONSIBLE FOR : Corporate & product branding, character illustration, environment and process line illustrations, product concepts, experience marketing, national campaign direction, investor presentations, web development, and more.

GRAPEVINESTAR ENTERTAINMENT
Chief Creative Officer
April 2003 – June 2013

HEAD OF CREATIVE AND TECHNOLOGY : Developed over 30 media & entertainment intellectual properties for licensing and merchandising in tv/film, web/mobile, publishing, toy/plush, stationery, apparel, food, restaurant/retail, event, gaming, social media, and more.
RESPONSIBLE FOR : Vendor and project management, B2B relations, strategy, and the concept & creative development of character and story-based brands, content, web/social media, and merchandise including tasks such as illustration, logos and brand development, print design, UX/UI, social media, animation, and more.

SPRINGBOARD AGENCY
Art Director / Designer
August 2005 - April 2008

ART DIRECTION, PRINT AND WEB DESIGN : Engaged in brand development and marketing for clients in the sports, entertainment, non-profit, and B2B event industries amidst others.
RESPONSIBLE FOR : Logos and brand development, magazine layout, print ads, direct mail, posters and signage, product packaging, website & micro-site development, illustration and photo manipulation, and more.

CALISE & SEDEI AGENCY
Art Director / Designer
July 2004 – July 2005

ART DIRECTION, PRINT AND WEB DESIGN : Engaged in brand dev. and marketing in regional & national campaigns for consumer services, restaurant/retail, and energy industries.
RESPONSIBLE FOR : TV/radio/print campaign concept & art direction, print ads, direct mail, in-store signage, website development, illustration, photo manipulation, logos and brand development, presentations, and more.

BRAND EXPERIENCE

- A-Affordable Insurance
- AAA
- Ace Cash Express
- AFC (Advanced Fibre Communications)
- Alaska Airlines
- Alcatel Telecom
- Alienware
- American Floral Industry Association
- Aristocrat
- AT&T
- Cinemark
- Cool Cuts 4 Kids
- Dallas Desperados (AFL)
- Dell
- EllenTube
- Epoch Times
- Epsilon
- Fossil Watch
- General Motors
- Ishir Software Dev.
- Learfield/IMG
- Michael's Arts & Crafts
- Mimi's Cafe
- Nest Family Entertainment
- Nikko America R/C Cars
- NTT DATA
- Nuance
- Out of the Box Games
- Pacific Retail
- Patron
- Pecan Deluxe Candy Co.
- Rent One
- Samsung
- Scheels
- Service Experts
- Sezzle
- Scholastic Books
- Sony Pictures
- Southwest Airlines
- T-Mobile
- Troy Aikman (NFL)
- TXU Energy
- Universal Pictures
- Verizon
- Wipro (IT Services)