

Scott Ingberg, PMP

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Advertising | Corporate Communications | Video Production

SUMMARY OF QUALIFICATIONS:

- Unique blend of advertising, broadcast news, corporate communications and entertainment experience
 - Conceptual, strategic thinker with keen sense of consumer insight and thirst for answers
 - Results, brand-focused writer and producer whose work balances research, intelligence and wit
 - Highly skilled in a wide range of concept development and writing styles including journalism, advertising, corporate communications and public relations
 - Good eye for graphic design and the aptitude to deliver constructive feedback
 - Versatile “doer” with the ability to organize and execute multiple tasks simultaneously while maintaining the highest level of quality or accuracy
 - Tactician who applies proven-effective marketing strategies learned through evidence-based research conducted by renowned psychologists specializing in behavioral science
 - Leader of collaborative relationships with Creative Directors, Art Directors, Production Managers and Video Production Crews to accomplish the desired goals of all involved
 - Benevolent player-coach who motivates others to produce to the best of their capability
 - Reputation for flourishing under deadline conditions
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PROFICIENCIES:

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| • Copywriting | • Resourcefulness | • Project Management |
| • Critical Thinking | • Leadership | • Brand Development |
| • Video Direction | • Mentoring | • Strategic Planning |
| • Art Direction | • Collaboration | • Research |
| • Intelligent Wit | • Commitment to Client | • Digital Marketing |

EXPERIENCE:

VP/Director of Creative Services – BMG Marketing - St. Louis 2011-Present

- Establish, employ and refine branding and marketing strategies that help clients continuously surpass sales records and enjoy a significant and sustainable increase in market share – including one client who is now the top-selling Dodge dealer in the entire world, and another who is among the top 1% of all Chevy dealers in the United States
- Write, produce and direct 40+ broadcast TV and radio commercials EVERY month (plus print advertising, online feature articles, direct mail and social media) for dozens of retail clients located in New York, Chicago, Atlanta, Tampa, Miami, St. Louis and other large and midsize markets throughout the U.S.
- Inspire and supervise a creative team of writers, designers, video editors and production management
- Overcome tremendous budget and time constraints to create “breakout” broadcast TV and radio spots that surpass the quality and effectiveness of all competitors’ advertisements
- Direct television commercial productions on location throughout the country

Freelance Creative – Bold Words, Bright Ideas - St. Louis 2009- Present

- Create benefit-focused, brand-building traditional media, digital media and print collateral for small to large businesses throughout the nation
- Form marketing strategies to help clients receive substantial “bang” for their marketing budgets

Sr. Copywriter & Assoc. Creative Director – Turec Advertising - St. Louis **2007-2009**

- Managed all aspects of the creative process – from concept development through production
- Developed innovative television, radio, print collateral and digital marketing messages that resulted in appreciably better response and brand connection with the target audience

Sr. Copywriter & Producer – A.G. Edwards/Wells Fargo - St. Louis **2001-2007**

- Elevated marketing messages and internal communications – liberated from what had been done and what was traditional within the financial services industry
- Reduced radio and television ad production expenses by two-thirds while raising production values and substantially improving message quality
- Wrote informative, engaging and benefit-focused advertisements, print collateral, direct mail and digital media for one of the nation's largest full-service brokerages
- Managed branding communications projects from conception through completion – navigating multi-level review process and as-necessary revisions to satisfy the needs of the corporate client and the targeted consumers
- Interviewed consumers and department clients to uncover deeper needs and goals, then oftentimes completely changed the project's scope to more effectively accomplish those goals

Broadcast News Producer and Videographer – KMOV-TV - St. Louis **1994-2008**

- Wrote and produced journalistically-superior stories for daily newscasts and specials
- Conducted thousands of interviews (on and off camera) to develop insightful news stories
- Directed on-air talent during live broadcasts from the field and the control room
- Shot and edited video for breaking news and features under tight deadline conditions

Nationally Syndicated Writer/Producer **1991-1997**

- *"OFFSIDES"* with Dan Dierdorf – 1991-1996
- *"Dick Vitale TALKIN' ROUND BALL"* – 1991-1996
- *"THE GREAT AMERICAN TRIVIA SHOW"* – 1994-1995
- *"BASEBALL '94"* with Joe Buck – 1994
- The PGA Tour's *"RADIO GOLF"* – 1995
- *"TEEIN' IT UP"* with Peter Jacobsen – 1995-1997
- Created and developed national radio and television programs featuring a unique blend of critical analysis, insight and wit

Executive Producer – Radio Personalities - St. Louis **1991-1995**

- Directed day-to-day business operations of the national-syndication company, including the negotiation of talent, supplier and affiliate contracts
- Initiated and executed highly successful methods of budget control and long-range planning

Sports Director/Anchor – KHAS-TV - Lincoln/Hastings, Nebraska **1990**

- Anchored twice-daily sportscast while managing the department

Broadcast News Reporter/Producer – WKBD-TV - Detroit, Michigan **1989-1990**

- Developed compelling stories and specials for Emmy-winning sportscast

EDUCATION:

Michigan State University - BA, Journalism **1989**

Washington University - Graduate Certificate in Project Management **2010**