

SCOTT MANEY

ABOUT

Creative, strategic, cultural leader. Deep branding, advertising agency and client-side experience. Entrepreneur, founded two companies. Start-up, early stage and growth background. Conceived and built brands from concept through billion dollar valuations. Founded a social-based fitness group with 50,000 followers. Generated millions of views, comments and press coverage for social posts.



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scottmaney.com

EXPERIENCE

Brand/Creative Consultant 2018-present / Remote

Freelance consultant specializing in copywriting, creative development and brand strategy.

- Particular focus on repositioning companies, brand launches, brand campaigns and accelerating growth.
- Writing, design, strategy, team leadership, new business pitches.
- Repositioning of SaaS insurtech platform Salty led to acquisition by CDK Global.

Clients: Nobull, Embark Vet, CBRE, Tishman Speyer, True Temper, Salty Insurance, Athletic Republic, AlphaMiner Venture Capital, AARP, Food Allergy Science Initiative, Reebok, Verndale Digital, PA Consulting, Expert Press, Five.

Independent Pet Partners Chief Brand Officer 2018-2023 / NYC & Remote

Early stage digital, retail and services platform for holistic pet wellness with 165 locations and \$250M revenue.

- Conceived and led the design and development of the store brand Loyal Companion from concept through launch. Now comprises 58 retail locations.
- Transitioned 10 separate chain acquisitions into one common new brand.
- Responsible for every detail of the consumer experience including brand identity, store design, signage, apparel, digital, social, packaging and all on-going marketing assets.
- Launched the brand across 52 stores on the same day - the largest store launch ever in the pet industry.
- Developed private label brands Roosevelt (food), Wildsaint (HABA), Attachment Theory (toys) and Little Lions (cat). Roosevelt now 7th largest food brand in entire network, #1 treat, #1 chew. Attachment Theory #2 toy brand.

Breakaway Partner, Chief Creative Officer 2010-2018 / Boston

Hybrid branding/venture capital firm that invested in early-stage consumer and B2B brands, created and launched new companies and reenergized existing corporations.

- Founding partner of brand division. Scaled to 45 people with offices in Boston and NYC.
- Created the Drizly brand which was a key component in the acquisition by Uber for \$1B.
- Created Oath Pizza from brand inception to 60+ locations in 12 states.
- Led new business acquisition and creative across all clients.
- Consulted and vetted venture investment opportunities in a \$25M fund.
- Unique platform of strategy, creative, activation and investment accelerated growth and created meaningful portfolio and stakeholder value.

SCOTT MANEY

EXPERIENCE (con't)

Jones

Founder, Chief Creative Officer
2003-2010 / Chicago

Founder of advertising, branding and design firm with offices in Chicago and Park City. Client roster included a range of small to Fortune 500 companies with a focus on startup and early stage venture-backed consumer brands.

- Led business development and creative across all clients and mediums.
- Consistently one of the most award-winning small agencies in Chicago.
- Acquired by Breakaway Ventures..

EURO RSCG

Group Creative Director
2001-2003 / Chicago

Global integrated agency. Chicago office \$200M in billings.

- Led creative on multi-million dollar accounts for several national and international clients in food, sports and travel.
- Managed multiple creative teams concurrently across all accounts.
- Led creative on new business pitches and was a key part of the pitch team.
- Rebranded agency after acquisition of creative shop McConaughy Stein Schmidt Brown.

VSA Partners

Senior Copywriter
2000 / Chicago

Clients: IBM, MarchFirst.

J Walter Thompson

Associate Creative Director
1999 / Chicago

Clients: Miller Brewing Company, Kraft, Nabisco.

DDB

Senior Copywriter
1997-1999 / Chicago

Clients: Bud Light, Budweiser, McDonald's.

ALL CLIENTS

IBM, Anheuser Busch, Drizly, Nobull, Reebok, Miller Brewing Co, Puma, Red Lobster, Kraft, Wilson, Air France, Nabisco, Rue La La, McDonald's, Hyatt, Marriott, Capcom, Crystal Dynamics, Sierra Club, Yale University, Velcro, CharBroil, Mission Athletecare, IdeaPaint, Kerrygold, Chicago Cubs, Athletic Republic, Kill Cliff, Fatz Cafe, Verts Cafe, Bemis, Babyganics, Normatec, Butler Boots, Oath Pizza, Spire Studio, Spot On Energy, Steppingstone Foundation, American Rhino, Aurora Organic Dairy, Tishman Speyer, Newton Running, Salty Insurance, Embark Vet, Five, True Temper Golf, CBRE, AARP

AWARDS

One Show, Communication Arts Advertising, Communication Arts Design, Communication Arts Illustration, Graphis Advertising, Graphis Design, Graphis Poster, Graphis Logo, San Francisco Show, Hatch Awards, Dieline Awards, Addys, HOW Design, FWA

EDUCATION

SYRACUSE UNIVERSITY
BS, MARKETING