

Scott Weisgerber

Creative Director / Brand Strategist

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[LinkedIn Profile](#)



Irvine, California



Profile

Creative director with 25+ years in brand strategy and marketing, creating large-scale web properties, designing trade show booths, and elevating brands.

Values collaboration, embraces uncertainty as a source of inspiration and innovation, and fosters team success.

Expertise

Creative Team Leadership

Brand Strategy & Storytelling

Digital, Email & Print Marketing

Print Design & POS Collateral

Marketing Agency Management

Responsive Web Design

Corporate Video Creation

Trade Show Marketing

Aerial Photography

Adobe Creative Suite

Education

Marketing & Design Coursework

Saddleback College
Mission Viejo, CA

Experience

2016 – Present

Creative Director / Brand Manager

Dahua Technology | Irvine, CA

Creative director and brand manager for a security technology manufacturer. Pivotal in pioneering brand presence across the United States and Canadian markets, supporting the company's sales revenue growth from \$20 million in 2016 to \$75 million in 2023. Lead a creative team consisting of in-house and freelance graphic designers and videographers. Report to the director of marketing and marketing manager.

2011 – 2016

Freelance Designer

Creative for Hire at Scotty W Creates | Irvine, CA

Collaborated with esteemed local agencies, such as **IdeaHall, Mob Media, and PencilBox Studios**, contributing to specialized projects. Built and enhanced websites UI/UX, and coded sites using HTML/CSS, ensuring seamless and visually appealing web interfaces. Created impactful e-blasts and landing pages, merging design aesthetics with strategic user engagement.

2006 – 2011

Director of Creative Services

Hallmark Rehabilitation | Foothill Ranch, CA

Director of creative services for a boutique therapy provider specializing in skilled nursing facilities. Played a pivotal role in shaping the company's creative landscape and contributing to its commitment to clinical excellence. Managed trade show and marketing budgets totaling over \$1 million. Reported to VP of marketing.