

# SCOTT GROSTEFFON

BRAND MANAGER • CREATIVE DIRECTOR

419.290.3029

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Toledo OH 43612

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## PROFILE

Creative Director/Art Director with 20 years of experience in marketing, branding, and design. Demonstrates exceptional skills in overseeing comprehensive print and web campaigns, driving significant sales increases, and delivering award-winning marketing strategies. Known for innovative thinking, detailed communication solutions, and a strong ability to lead cross-functional teams to achieve superior results.

## EDUCATION

AFA  
Monroe Community College  
1981 – 1984

Pursued BFA  
Bowling Green State University  
1985 – 1988

## SKILLS

### PROFESSIONAL

Team Building  
Punctuality  
Meeting Deadlines  
Goal Setting  
Prioritization  
Brainstorming  
Problem Solving  
Creativity  
Providing Discipline  
Dependability

## WORK EXPERIENCE

### MARKETING MANAGER

Supply Source Enterprises | 2011 – 2024

Oversee the design, production and completion of numerous print, web, trade show and social media initiatives for an industrial manufacturing company with sales of over \$100,000,000 annually. Work with various department heads and executives to provide a singular vision of quality and superior customer service.

- Created a comprehensive, unified literature system for 9 product categories containing over 1,000 items.
- Helped organize and oversee the redesign and restructuring of the company website.
- Organized and lead a team that annually produces over 20 regional and national trade shows.

### CREATIVE DIRECTOR

Gauthier Marketing | 2007 – 2011

Led creation and execution of innovative brands and marketing concepts, enhancing client satisfaction.

- Developed a pioneering 18-county pandemic flu information system.
- Collaborated with creative teams, clients, and suppliers to ensure project success.
- Directed cross-functional teams to deliver complex, multi-month projects.
- Managed end-to-end creative processes.

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## SKILLS

### TECHNICAL

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel  
Constant Contact  
Slack  
Kanban Flow  
Ziflow Online Collaboration

## WORK EXPERIENCE CONTINUED

### PARTNER

Gusto! Creative | 2004 – 2007

Formed a full-service media development firm that serviced clients on a local, regional and national level. Oversaw the creative and administrative direction of print and web campaigns.

- Helped build a local, traditional brick and mortar store into a regional and national web presence selling work wear such as boots, outerwear, gloves and shirts.
- Developed an interactive DVD for the provider of CT scans and cancer treatment.

### VOLUNTEERING AND LEADERSHIP

#### AAF Toledo

Past President and Ex-Officio AAF Toledo Board of Governors

#### Toledo Repertoire Theater Board of Directors

Past Vice-President, Marketing Chair

### REFERENCES

#### Dennis Knapp

Director of Product Development  
Supply Source Enterprises  
419.787.2924  
dennis.knapp@supplysourceglobal.com

#### Rob A. Koenig

Director – Toledo School for the Arts  
419.246.8732  
rkoenig@ts4arts.org

#### Anthony Moore

Vice-President of Marketing  
The Tranzonic Companies  
267.338.0128  
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