



Scott Cullins

Creative Direction | Content Marketing | Winning

CONTACT

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SKILLS

Design: Print, Digital,
Web UX/UI

Writing: Editing,
Short/Long-form,

Content Marketing: SEO,
Content Planning

Photography:
Shoot Direction, Management,
Location Scouting

Client Presentations

Business Development

Production: Print, Video,
Audio

Web: HTML, CSS, CMS

Music: Songwriting, Live
Performance

TOOLS

Adobe CS: InDesign,
Illustrator, Photoshop, Premier

Apple: Logic Pro, FinalCut
Pro, Pages, Numbers

CMS: Wordpress,
Generate Press

Google: Docs, Sheets

Microsoft: Word, Excel,
Powerpoint

PROFILE

Media and marketing creative with 25+ years of hands-on creative and significant management experience. Domain expertise includes food, fashion, music, outdoor, tech, healthcare and politics. Powerful concepts, striking design, brilliant imagery, straight-to-the-point copywriting and high-ranking content marketing are all hallmarks of my work.

EXPERIENCE

CREATIVE DIRECTOR, CONTENT

Arena, Salt Lake City, UT, Jun 2020-Present

- Led content marketing + internal marketing creative efforts. Increased traffic by 300%
- Creative direction for major clients, led to 3 senate and 32 house wins for 2024

PRINCIPAL

Canyon Media, Park City, UT, Jul 2016-Jun 2020

- Provided marketing and media creative services to a variety of clientele
- Published niche-leading blog sites (wastachrider.com, slbard.com, etc.)

CREATIVE DIRECTOR

JES Publishing, Salt Lake City, UT, Jul 2012 – Jul 2016

- Led design efforts for *Salt Lake Magazine*, *Utah Style* and *Utah Bride & Groom*
- Photoshoot management & direction – location and studio
- Outdoor +gear editor, contributed to content planning

PRINCIPAL

Canyon Media, Driggs Idaho, Jan 2001-Jul 2012

- Provided marketing and media creative services to a variety of clientele
- Published periodical and one retail print products

DIRECTOR OF MARKETING & COMMUNICATIONS

Collabware, Idaho Falls, ID, Aug '99 – Mar 2001

- Startup: content marketing, web UX/UI, PR, event management, investor relations

DESIGN DIRECTOR

Health Net, Woodland Hills CA, 1997 – 1998

- Led design team for internal marketing agency, producing more than 450 annual collateral pieces

ART DIRECTOR

Bon Appétit magazine (Condé Nast), Los Angeles, CA 1995 – 1997

- Responsible for art direction and design, winner of several Maggie awards