



Scott Oldham

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OVERVIEW

Creative team leader with proven track record of developing results-driven media engagements

Skilled designer/director, specializing in high-concept solutions that captivate audiences

Experienced talent manager, proficient in sourcing and nurturing creative partnerships

SKILLS

Creative Direction | Graphic Design | Branding | Client Relations | Photo/Video Production | Cross-Media Campaigns | Social Media Marketing | Adobe Creative Cloud | MS Office

EXPERIENCE

2005-2024

VP, Creative Strategy/Creative Director

GLC/Unlock Health*

glcdelivers.com

unlockhealthnow.com

SUMMARY

I joined GLC as an Art Director in 2005 and advanced to Design Director in 2009, Creative Director in 2012, and VP, Creative Strategy in 2022. Starting with a staff of four designers, I assembled a creative team of thirteen Art Directors, Production Designers and Audio/Video Editors, servicing a stable portfolio of more than 25 unique clients.

Led junior staff in professional development opportunities, human resource issues and creative direction

Oversaw quality control for more than 40 multi-channel products

Spearheaded creative responses on multiple unique cross-platform client projects, including social media, video, collateral development, branding and event marketing

Sourced, provided direction for, and contracted with photographers, illustrators, and videographers nationally

Guided editorial staff on best practices in results-driven media solutions, stressing audience response

Organized structural, strategic and creative direction on all new projects

Wrote multi-media scripts and corporate promotional content

Conducted company-wide audit of all client projects for DE&I consideration

Prepared both internal and client-facing reports on labor utilization

CLIENT OVERVIEW

The Actuarial Foundation | Advanced Neurosciences Center at Endeavor Health | American Association of Motor Vehicle Administrators | American College of Foot and Ankle Surgeons | American Hospital Association | American Insurance Association | American Medical Group Association | American Planning Association | American Society for Quality | The Appraisal Institute | Association, Media & Publishing Network | Bat Conservation International | Connex | Hackensack Meridian Health | Independent Community Bankers Association | Inova Health System | Million Dollar Roundtable | New York State Association of REALTORS® | Ohio State University Wexner Medical Center | Residential Real Estate Council | University of Michigan, Dearborn | University of Michigan Health System

*Unlock Health acquired GLC in 2023.

OTHER EXPERIENCE

2003-2005

Art Director

Associated Publications, Inc.

2000-2002

Art Director

The Improper Bostonian

Created products for now-defunct publishing companies, specializing in dynamic page layouts and photo direction in fast-paced, deadline-driven environments

EDUCATION

Master of Science,
Communication Design

Pratt Institute

Bachelor of Fine Arts,
Illustration

Rhode Island School of Design