



Scott Abts

541-965-0434 | nxnwdesign@gmail.com
nxnwdesign.com

INTRODUCTION

Award-winning Visual Design Specialist with more than 25 years of experience and achievements in print design and project management across diverse marketing, advertising, print, electronic and publishing industries. Outstanding expertise and creative talent in visualizing and conceptualizing graphic design plans from inception to fruition.

CAREER HISTORY

North by Northwest Graphic Design	Owner, Contract Graphic Designer	1995 - Present
Portland's Centers for the Arts	Marketing & Promotions Coordinator	2018 - 2020
Federal Way Performing Arts & Event Center	Marketing Coordinator	2017-2018
Columbia Bank	Senior Web and Graphic Designer	2010-2017
Columbia River Bank	Marketing Director, Graphic Designer	2005-2010

EDUCATION

BFA in Multimedia Design

University of Oregon (2004)

- Cum Laud Honors
- Dean's List: Winter 2002, Winter 2003, Fall 2003, Winter 2004, Spring 2004

Certificate in Multimedia Extended Studies

Portland State University (1999)

Diploma in Desktop Publishing Program

Oregon Polytechnic Institute (1996)

- Graduation with Honors

CAREER HIGHLIGHTS

NxNW Graphic Design - Beaverton, OR

- Provide professional graphic guidance to clients for 25 years with projects that include design and printing of posters, event programs and brochures
- Newsletter and event calendar production
- Website authoring
- Professional photography

Portland's Centers for the Arts - Portland, OR

Marketing and Promotions Coordinator

- Facilitate, coordinate and manage sales of advertising space in venue controlled collateral including programs, email, web pages, tickets, poster and print advertisements
- Develop and manage digital graphic design projects; create original graphic designs, graphs, charts, ad layout, type-setting, logos and illustrations for print, website, and email
- Organize and create advertising sales packets for distribution to potential clients
- Facilitate, coordinate and manage sales of sponsorship opportunities for Portland's events; oversee creation of sponsor opportunity packets
- Monitor print jobs and budget; advise management on budget requirements for print production; work with vendors to control costs
- Strategize with marketing team and marketing director to promote Portland's and Portland's Presents community wide
- Create, update and deliver advertising agreements to clients; process agreements and upload into document storage
- Coordinate and manage the production of promotional merchandise
- Accomplishment: Generated \$160,000 in advertising revenue from January, 2018 to March, 2020



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CAREER HIGHLIGHTS

Performing Arts & Event Center - Federal Way, WA

Marketing Coordinator

- Ensure all presenting events are promoted using PAEC website, social media, YouTube, web banner, print and any other applicable promotional source
- Create PAEC corporate brand including design of PAEC logo, style guide, business cards and stationary
- Strategize with Executive Director to promote PAEC programming
- Design, build, launch and maintain PAEC website
- Design, deliver and archive PAEC print ads
- Create digital files in multiple formats for print, web, social media and email
- Design and manage distribution of promotional posters and handbills
- Design, print and manage mailing of presenting season booklet
- Write and deliver PAEC press releases
- Create and manage marketing budget, print projects and individual performance campaigns
- Manage media buys to promote PAEC events and rental space
- Design and program marketing messages and event listings for digital signage system

Columbia Bank - Tacoma WA

Web and Graphic Designer

- Daily maintenance and operation of Bank's intranet and four company internet websites
- Develop and publish Bank's intranet site utilizing Expression Engine, ASP and Java
- Create original digital charts, graphs and infographics in multiple formats for print, web, social media and emails
- Manage new branch grand openings

Columbia River Bank - The Dalles, OR

Marketing Director, Graphic Designer

- Create, design and layout of all corporate-wide publications including brochures, booklets, in-branch display media
- Develop and maintain Bank's intranet and internet sites
- Create advertisements for Columbia River Bank Mortgage Team Members
- Create and design ad campaigns, guiding corporate consistency throughout 20 branches of a 1-billion dollar bank
- Photography for Bank advertisements and staff portraits
- Manage direct mail campaign designs
- Create merchandise collateral including logo apparel, labels, logo luggage and watches
- Create digital files in multiple formats for print, web, social media and emails
- Negotiate and purchase newspaper and radio advertising
- Write and distribute press releases
- Coordinate and manage branch grand openings

COMPUTER SKILLS

Adobe InDesign
Adobe Illustrator
Microsoft Word
Windows 10

Adobe Photoshop
Adobe DreamWeaver
Microsoft Excel
(X)HTML

Adobe Dreamweaver
ExpressionEngine
Microsoft PowerPoint