



# Scott Aal

## Creative Director/Writer

 245 Ricardo Road, Mill Valley,  
California 94941

 [linkedin.com/in/scottaal/](https://www.linkedin.com/in/scottaal/)

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 415-271-2370

 [scottaal@mac.com](mailto:scottaal@mac.com)

I am a writer, creative director and agency founder who, first and foremost, has always been a problem solver. In my 30-plus years of agency experience, I have created award-winning work for all kinds of businesses of all different sizes in a multitude of categories. I've launched companies, revitalized brands, and helped successful organizations become even more successful. I am a respected and well-liked leader, having led teams within big, multi-office agencies and guided my own agency staff as large as 50. And while I love to lead, I still find great joy in creating smart, engaging work that comes out of my own head.



## Skills

- Creative Direction: over 20 years of building and directing teams of writers, art directors, designers, production designers, and producers in the creation of highly engaging and effective marketing campaigns.
- Copywriting: deep experience in writing and producing commercials and long-form video; digital, social media, and experiential marketing campaigns; print, out-of-home, and radio executions; brand architecture including all brand platform elements; tag lines and naming; presentation decks and speeches.
- Strategy: strong ability to analyze market conditions and marketing challenges to find insights that lead to unique positioning and messaging.
- Leadership/Management: empathetic, supportive, inspiring, and yes, really nice leader that looks for and nurtures the best in people. Deep experience with staffing, team building, and HR/personnel challenges.
- Collaboration: strong facilitator of collaborations of all kinds, including inter- and intradepartmental, client-agency, and between marketing partners; excellent at consensus building and cultivating long-term relationships.
- Problem Solving: resourceful, tenacious, and optimistic thinker able to overcome challenges related to marketing, collaboration, culture, and personnel.



## Work History

● **Executive Creative Director (Senior Director)**

*Palo Alto Networks, Santa Clara, CA*

- Lead a group of writers, art directors, designers, web designers, videographers, editors, account managers, and producers in the creation of Palo Alto Networks marketing across all mediums and from top to bottom of the funnel.
- Manage agency partner relationships; highly (but respectfully) involved in guiding their efforts on our behalf.
- Built a culture in which staff feel supported, encouraged, and optimistic about the potential of the department, which is the polar opposite of what existed upon my arrival.
- Begged, borrowed and stole to obtain budget for a new brand identity system; spearheaded the effort and sold the new design through the C-suite; have managed the project from start to what will be the finish and introduction in September of this year.
- Implemented the use of creative briefs, which rather remarkably did not exist when I arrived.
- Work closely with product developers and product marketing teams – including the marketing leads of each product line – to develop and implement campaigns throughout the funnel.
- Concept and write marketing for the brand, product launches, and event promotion, including print, OOH, banners, website copy, social posts, and video; for past two years, I wrote the entire MC script (including comedic monologues) for acclaimed comedian/writer/actor Hasan Minhaj, the host of our company's big Las Vegas industry event.
- Meet with members of the executive team to present work and receive feedback on PANW marketing efforts.
- Create and manage my department's budget; responsible for managing agency retainers and SOWs.

● **Principal/Creative Director/Writer**

*Chemistry Club, San Francisco, CA*

- Led agency to account wins including LinkedIn, UCSF, First Republic Bank, Toyota, SFMOMA, Dolby, In-Shape Health Clubs, NBC, Bridge Bank, The RealReal and True Food Kitchen.
- Developed and produced LinkedIn's first-ever consumer directed brand messaging and campaign.
- Created The RealReal's first print and TV advertising, leading to a 50% increase in memberships and 100% increase in sales.
- Helped the Monterey Bay Aquarium achieve year-over-year ticket sale increases for ten consecutive years.

● **Principal/Creative Director/Writer**

*Engine Company 1 (prior iteration of Chemistry Club), San Francisco, CA*

- Led the agency to account wins including Mozilla Firefox, ABC, Anheuser Busch, Catholic Healthcare West/Dignity Health, See's Candies, and Mondavi.
- Hired by Catholic Healthcare West (over Landor) to rename, rebrand, and relaunch CHW as Dignity Health.

1997-12 - 2008-02

-Led first-ever branding and advertising effort for Mozilla Firefox, reversing market-share losses to Chrome and Explorer.

## ● **P Founder/Principal/Creative Director/Writer /p**

*Grant, Scott & Hurley (original iteration of Chemistry Club), San Francisco, California*

- Launched new agency to much fanfare (New York Times, Wall Street Journal, Ad Age, and Adweek) upon departing Goodby, Silverstein & Partners.
- Built agency from three people and zero clients to 50 employees and a roster that included TiVo, the San Francisco Chronicle, Blackstone Wine, Pioneer Electronics, California Pizza Kitchen, Genentech, PG&E, Conde Nast, and a host of dot-coms.
- Helped Apple launch iPod Shuffle, iPod Photo, and the iLife suite of products.
- Won national creative and marketing effectiveness awards from The One Show, Clios, Communication Arts, and Effies.

1991-12 - 1997-12

## ● **Writer, Associate Creative Director**

*Goodby, Silverstein & Partners, San Francisco, CA*

- Created successful, award-winning work for Isuzu, Sega, Specialized Bicycles, Unum Insurance, Norwegian Cruise Lines, Polaroid, Sutter Home Wine, and HP.
- Led creative effort in developing a highly acclaimed campaign for Polaroid that was awarded Gold from the One Show, Clios, Andy's, and Cannes festival, and named by Ad Age as one of the Ten Best advertising campaigns of the decade.
- Recognized by the top award shows, including gold from the One Show, Clios, and Cannes; gold, silver and bronze from the Effies for marketing effectiveness; and recognition from D&AD and CA.



## **Education**

● *University of California at Los Angeles (UCLA)*  
-B.A. in Communications with honors

● *Stanford University*  
-Certificate in Mass Media