

DAVID SCOTT BACON

341 Northbrooke Lane, Woodstock, Georgia 30188
(770) 517-6300 dbacon@marketingcreative.net

DIRECTOR Creative Services/ Marketing Communications

Highly motivated, multi-talented communications professional with over 15 years experience for position as a director with a mid to large size company. Adept at marketing and creative communications for effective messaging and increased sales. Strong skills in creating results-focused communications and integrating messaging across multiple channels to reach campaign objectives. Possess a unique combination of agency creative/communications team management and successful outside sales experience resulting in highly effective campaigns.

CORE COMPETENCIES

Creative Team Management
Marketing Communications
Social Media Implementation

Brand Development/Equity
Internet/Interactive Strategy
Marketing Strategy

PROFESSIONAL EXPERIENCE

AGL RESOURCES, INC., Atlanta, GA • 2006 – Present

Fortune 750 holding company serving ten natural gas utilities, wholesale service providers, retailers and energy investment firms with over \$2.4 billion in annual revenue.

Creative Services Manager (Corporate and Marketing Communications)

Managed creative services department (online, interactive, print, video, etc.) for ten subsidiary energy companies and corporate office. Educate and motivate team of designers/specialists in client-focused communications. Cultivate and manage relationship with outside agency for interactive and print projects such as the corporate annual report and sustainability reports. Enhance for the integrity and equity of the corporate brand and its implementation across the enterprise.

Notable Achievements

- Project manager and creative lead on corporate annual report - (2007-08). Generated savings of nearly \$300,000 in two years (35%), and team earned an ARC Award (Outstanding Achievement in Annual Reports) in 2007.
- Instituted national Brand Awareness and Ambassador Programs and sharply reduced the number of non-sanctioned campaigns in all markets. This resulted in the standardization of the brands and more effective use of advertising dollars.
- Implemented streaming video capability enabling corporate meetings and press releases to be broadcast via the web resulting in noticeable savings in travel related expenses.
- Department earned numerous creative awards including those for video production, branding/fleet, print publication and interactive/online accomplishments.

i-IGNITE, LLC, Atlanta, GA • 2001-2006

Advertising and marketing communications firm serving the Southeast.

Director, Marketing Communications

Developed and managed communications strategy for clients. Established successful strategic partnerships to maximize scope and quality of solution. Managed development team consisting of graphic artists, copywriters, multimedia designers, and web specialists to provide an effective communications solution for clients.

Notable Achievements

- Managed the brand creation and communication strategy for an executive recruiting firm. Award-winning campaign contributed to a 300% increase in activity and significant increase in yearly sales.

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- Developed a targeted and creative brand concept for a pediatric therapy center for special needs children. Award-winning website included an interactive and highly-engaging experience resulting in increased demand.
- Created a comprehensive Internet strategy for large Atlanta-based surgical group. Surgical center's online platform enables medical communications with patients, virtual tours and physician profiles. This is helping the center attract more affluent patients for elective surgery.

Kendall Risk Management, Roswell, GA • 1998-2001

Risk management division of Cobbs, Allen & Hall Insurance group with annual sales of \$35 million serving large multi-family communities and restaurants within the United States.

Assistant Vice-President Marketing

Developed and implemented corporate marketing strategy including the development of new company branding and sales communications pieces. Introduced Internet channels for prospect information and client communication, company brochures, sales support materials and the introduction of multimedia and online resources as a sales tool.

Notable Achievements

- Enabled mobile employees to assist clients on site with real-time remote access to network, voice-mail and claims information via the Internet
- Enabled clients to receive significantly faster and better targeted service by recommending, evaluating and implementing new corporate communications package

EDUCATION

BSBA - Marketing University of Florida, Gainesville, FL

PROFESSIONAL MEMBERSHIPS

American Marketing Association, Atlanta Web Executives Round Table, Alpha Kappa Psi – Professional Business Fraternity