

# David A. Scantland

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I am a seasoned marketing professional with a two-decade record of high-quality, highly creative but practical business solutions. I am also an adroit multitasker, and work well on teams or independently.

At present

## Freelance consultant

Conceived and produced graphics, literature and promotional campaigns:

- Redesigned and produced an XHTML-based, full-featured ebook.
- Exhibition and advertising designs for a smart grid supplier.
- Website design and production, including extensive customization of Invision Power Board and MediaWiki packages.
- Event coordination, including graphics and production package, trade-show design and literature system for an annual customer conference.
- Logotype development and design.
- Brochure design, training modules and promotional copy for a variety of high-tech products.
- Corporate identity systems for several clients.

11/98 – 10/06

## Creative Director

Advanced Control Systems, Inc.

Worked with business unit heads and sales managers to develop and deploy marketing communications programs in support of four divisions.

- Created and managed advertising and public relations programs, developing a coherent market statement by integrating product lines.
- Supervised all literature development, including writing and graphic design. Developed and maintained corporate website.
- Cut printing expenses by 70% with an internal on-demand printing strategy; built the literature library from six pieces to more than 90.
- Improved annual customer conference by concentrating on customer communications and enhancing conference graphics and group activities, while reducing expenditures by 40% over three years.
- Designed trade show exhibits; managed schedules and all I&D.

1/97 – 10/98

## Marketing Manager

Zellweger Analytics, Inc.

Supervised product management, marketing communications, customer service and IT. Division sales increased 15% from 1997 to 1998.

- Consolidated two divisional marketing groups, including a cross-country move and facilities expansion. Integrated communications, customer service, and customer databases of the two companies.
- Wrote the division's 1997 three-year plan, including market research, product needs and financial projections. The plan was renewed in 1998, despite a change in the managing directorship.
- Re-built relationships with other divisions, which were strained due to subpar quality, late deliveries and poor communication.
- Two product launches and two product revitalizations met targets for schedule, cost-of-goods and gross margin, and restored profitability to one of the product lines.

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**David A. Scantland** — continued

1/94 – 12/96

**Marketing  
Communications  
Manager**

BTG Process Control  
Sensors, Inc. /  
Zellweger Analytics, Inc.

Responsible for international communications (promotional and technical literature, exhibitions and advertising).

- Researched, designed and produced the company's first international advertising/identity campaign, contributing to record sales results.
- Redesigned company's translation program for user documentation, cutting lead times by 65% at no additional expense.
- Designed new guidelines for product fascia and user interfaces for greater usability and wider acceptance in international markets.
- Wrote and implemented departmental ISO 9001 program.

9/92 – 12/93

**Communications  
Director**

PCS Division,  
BTG Inc.

Responsible for design, research, writing, and production of technical literature. Provided creative direction for promotional activities.

- Integrated computers into the company's marketing effort, including presentations, software training and ongoing technological investigation.
- Developed and implemented a trade show strategy which was instrumental in redefining the company's image.
- Researched, designed and supervised installation of a 100-user local area network, including remote services and international e-mail.

1/90 – 8/92

**Electronic Publishing  
Specialist**

BTG Inc.

Assisted Marketing Services Manager in creation and production of technical documentation and promotional literature.

- Converted the literature production process at the company's three marketing centers (in Sweden, Switzerland and the U.S.) to computer-based methods, reducing budgets and improving sales and marketing support.
- Redesigned technical manuals, improving readability, information quality and user satisfaction. Wrote, revised, illustrated, and produced manuals, data sheets, newsletters, national advertising and related materials.

9/87–12/89

**Typography  
Coordinator**

Lithonia Lighting

Supervised typography. Designed and composed technical and sales literature. Advised management on company-wide desktop publishing implementation. Employee of the Year, 1988.

3/79 – 2/87

**Operations Manager**

Besprint Printing Center

Co-owner of a printing company specializing in short-run two- to four-color work. Clients included ad agencies and other quality-conscious businesses. Managed pre-press, press work and subcontracting. Supervised one to three people. Gross income/employee ratio was double the industry average.

**Education**

University of Georgia (Athens, GA), Journalism  
Earlham College (Richmond, IN)  
National Merit Scholar

**Portfolio**

At [www.dscantland.com](http://www.dscantland.com)

References available on request.