

## Scott A. Moehring

4620 Lyon Road  
Interlochen, MI 49643

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www.moehrbetter.com

### employment

**partner** 5/15-present  
Outside Edge, Columbus, OH

- partner and creative lead for pinball company specializing in quality game room decor
- design products, logos, marketing materials, show booth, presentations, and website
- won best booth at the Chicago Pinball Expo two years in a row

**production manager** 9/05-present  
Lane Bryant & Catherines, Columbus, OH

- advanced from freelance to print buyer to senior print buyer to production manager, now responsible for \$20MM in printed marketing
- work closely with internal teams and vendor base to source, produce, and distribute all store marketing for 1,100+ stores within tight time, budget and quality constraints
- develop prototypes, test materials, streamline processes, educate creative team, facilitate group seasonal marketing brainstorming, attend press checks, resolve quality problems
- won internal award for spearheading centralized attributed store list, industry award for best 3D POP design, and developed sign auto-quoting system

**consultant/designer/trainer** 9/04-9/05  
self-employed, Granville, OH

- performed and/or developed brand strategy, research, analysis, art direction, Web design, copywriting, advertising, and group training
- clients included Nationwide Insurance, Method, Lane Bryant, Owens Corning, Ten United, FTEN, Karlsberger, and the IAAP

**communication consultant** 1/03-9/04  
Nationwide Insurance, Columbus, OH

- consulted on key brand, creative strategy, brainstorming, design, copywriting, advertising
- trained and/or coached 250+ associates in e-mail management, personal productivity, creative process, diversity, and Web searching

**graphics manager** 9/00-1/03  
Nationwide Insurance, Columbus, OH

- managed team of 5 designers
- completely rewrote and led design of 100+ page brand standards manual
- increased internal customer satisfaction scores from 63% to 95%

**graphic designer** 2/98-9/00  
McCann-Erickson, Troy, MI

- produced national print advertising and Web content for Buick, GM, & Red Wings
- studio revenues increased 42% in two years
- won 1998 GM Alpha award; 1999 Buick Stretch award; McCann Truth Well Told award

### education

**the ohio state university** 9/86-6/90

BS Industrial Design: concentration in  
Visual Communication and Photography

### additional experience

#### training/development

- developed and taught my Five Folders e-mail class to over 600 people in eight companies in three states; recommended for Owens Corning Six Sigma program
- currently developing Think Inside The Box, a workshop and book describing an innovative method to help clients and creatives get the best from each other
- developed and/or presented training in graphic design, graphics software, email management, brainstorming, workflow, presenting, and notetaking
- past instructor in Digital Media Design at Central Ohio Technical College
- on-ice Level 4 hockey coach, and off-ice strength and conditioning trainer

#### strategic planning

- consulted on Columbus Marathon promotion committee for two years as lead sponsor representative; key contributor in developing marketing strategy, unique audience segmentation, and long-term competitive brand and positioning
- initiated and led development of strategic plan for graphics, photography and video teams at Nationwide, and for the production studio at McCann-Erickson

#### art direction/design

- developed visual brand system, advertising, promotional materials, and Web site design for FTEN, a Manhattan investment software company
- won Penske Auto Center business; served as account rep and designer for signage, branded-service logos, and national advertising inserts
- wrote, art-directed, and co-designed 100+ page Nationwide brand guidelines manual, Quick Reference Guide, and Web site

#### technical

- Macintosh user since 1988; advanced beta tester for Adobe InDesign including on-site presentation to 200 Seattle software engineers; 8 years PC experience
- core software: InDesign, Illustrator, Photoshop, Acrobat, MS Office, SketchUp, Filemaker; contracted to train Adobe CS to design professionals

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### testimonials

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"I think this is the best piece of advertising we have produced in the last five years."

*Charles Gelman, CEO  
Gelman Sciences, Ann Arbor, MI*

"In fact, he developed the creative concept which enabled us to win the 'Mall of America' business from Ford. I only wish that I could have ten more people as talented and dedicated."

*Martin George, Account General Manager  
Carlson Marketing Group, Troy, MI*

"You have so much to add to a group — your brainstorming ability, creativity and analytical thinking skills are superior! I've also heard great things from lots of folks about your Chamber of Commerce presentation."

*Susie Ellwood, VP, Market Development  
Detroit Newspapers, Detroit, MI*

"On behalf of the NIE department I would like to officially thank you for the superb job you did designing the Newspapers In Education Catalog. Never have we had so many positive comments."

*Sharon Martin, Director, NIE  
Detroit Newspapers, Detroit, MI*

"His job defies definition because he keeps revealing new talents."

*Pat Ball, Director, Operations  
McCann-Erickson, Troy, MI*

"It seems that we don't even have enough time to breath around here, yet you always seem to find the time to come through."

*Mark Canavan, Senior Art Director  
McCann-Erickson, Troy, MI*

"You are a quantum leap in quality and civility over your predecessor. I'm glad we're on the same team."

*Mark Youngkin, Senior PR Account Executive  
Nationwide Insurance, Columbus, OH*

"I want to thank you for helping us achieve another milestone by producing such an impressive annual report completely in-house."

*John Cook, Senior VP, CCO  
Nationwide Insurance, Columbus, OH*

"Just be clear—it's not false flattery. You've brought a great creative edge to Nationwide we haven't had before, and are our most creative mind."

*John Millen, VP, Communications  
Nationwide Insurance, Columbus, OH*

"Your insights, experience, enthusiasm and questions have contributed greatly to guiding and directing the work of the committee in a very positive way. I feel very good about the direction we are taking, particularly the clarity in our focus, and I credit much of that good feeling to your contribution and involvement."

*Bill Burns, Senior VP, Marketing  
Greater Columbus Chamber  
of Commerce*

"As usual, he has provided a great 'value add'. Peter is well aware of this as demonstrated by his frequent question 'What does Scott think of it?'"

*Russell Chick, VP, Marketing  
Penske Auto Centers, Troy, MI*

"Thanks so much for flying out last week. I have had so many good reports from across the team."

*Priscilla Knoble, InDesign Product Manager  
Adobe Systems, Seattle, WA*

"Thanks for Scott and the patience and understanding he brings to the group. The Global Economic Outlook is moving ahead because of his skill as a manager."

*Joan Phelps, Account Executive  
Nationwide Insurance, Columbus, OH*

"Reports are coming in from the field, and you have hit a home run with the United Way posters. OUR posters are hanging in the United Way headquarters! By far, this is the best set ever produced here."

*Bob Sohovich, Manager, Public Relations  
Nationwide Insurance, Columbus, OH*

"It was a committee effort, but we all came to rely on Scott's exceptional brainstorming and creative abilities...he really helped keep us on track throughout the process and his input was critical to the end result (and we've been getting rave reviews on it!)."

*Sarah Irvin, APR, Public Relations Director  
Promotions One, Columbus, OH*