



B.A. Art/Graphic Design  
Newberry College  
2006



**Monica Scott**  
**Director of Marketing**  
**2003 - Present (Career)**

As Director of Marketing, Ms. Scott oversees all presentation materials, proposals and other marketing pieces for Dennis Corporation and outside clients. Her previous work experience in graphic design and marketing allows Ms. Scott to offer full scale marketing services to a broad range of clients. Ms. Scott's specific duties at Dennis Corporation include coordinating all marketing projects, graphic design, copywriting, editing and providing support services to all company divisions.

Ms. Scott's specific project experience includes:

- ❑ **Beaufort Program Management Presentations** — Ms. Scott assisted in the design and review of presentations for the Program Management of Beaufort County's One Cent Sales Tax Program.
- ❑ **City of Lancaster ACEC Award** — Ms. Scott was responsible for the preparation and compilation of materials for the City of Lancaster's entry into the 2009 ACEC Engineering Excellence awards competition. Ms. Scott designed the photographic display panel which accompanied the entry materials. The City of Lancaster received an Engineering Excellence Award for the project.
- ❑ **Dutchman's Creek Pedestrian Bridge and Trail Ribbon Cutting Ceremony** — Ms. Scott assisted in the planning and implementation of a ribbon cutting ceremony for Fairfield County's Dutchman's Creek Pedestrian Bridge and Trail. Ms. Scott designed invitations, oversaw the layout of the dedication plaque and successfully secured an alternate location when inclement weather prevented the event from occurring outdoors.
- ❑ **Fairfield County ACEC Award, Fairfield, SC** — Ms. Scott was responsible for the preparation and compilation of materials for Fairfield County's entry into the 2007 and 2008 ACEC Engineering Excellence awards competition. Ms. Scott designed the photographic display panel which accompanied the entry materials. Both years, Fairfield County's projects won for their categories for the state of South Carolina.
- ❑ **Fairfield County South Carolina Association of Counties Award** — Ms. Scott helped to coordinate marketing materials related to Fairfield County's entry into the J. Mitchell Graham Memorial Award from the South Carolina Association of Counties. Ms. Scott created the entry documents and assisted with an entry PowerPoint.
- ❑ **Fairfield County Golf Course Marketing** — Ms. Scott designed a marketing brochure for Fairfield County which was used at a golf convention in Canada. The brochure highlighted potential sites where golf courses could be constructed in Fairfield County.
- ❑ **Hilton Hotels Billboard Design** — Ms. Scott created a billboard layout for the Hilton Columbia Center and Ruth's Chris Steakhouse. Ms. Scott was responsible for concept, design and implementation.
- ❑ **Hilton Hotels Various Public Relations** — Ms. Scott has assisted the Hilton Columbia Center with various public relation pieces including press releases, graphic design and other advertisements.
- ❑ **Stokes Trainor Coupon Design** — Ms. Scott created the graphic design and

layout for a coupon for Stokes Trainor car dealership in Newberry, SC. The coupon was designed to resemble a dollar bill and was distributed to all Stokes Trainor customers.

- ❑ **Structural Evaluations** — Ms. Scott performs research and marketing support materials for proposals and miscellaneous marketing pieces.
- ❑ **Various Outdoor Signage** — Ms. Scott has designed several outdoor signs for projects requiring signs, including the sign design for Dennis Corporation's new corporate headquarters.

Prior to joining Dennis Corporation, Ms. Scott's experience included:

- ❑ **Art Designer, *Newberry Magazine*** — Ms. Scott was responsible for creating layouts for articles, designing advertisements for various Newberry County businesses and producing graphic elements for the lifestyle magazine of Newberry County. A bimonthly publication, the *Newberry Magazine* reaches over 5,000 readers per issue.
- ❑ **Graphic Design Intern, Newberry College Office of External Affairs** — While working in the Office of External Affairs, Ms. Scott worked mainly with the Director of Alumni Relations to produce various publications including newsletters, brochures, invitations, cards and other promotional materials. In addition to her design work, Ms. Scott was also an integral part of planning events such as homecoming festivities, alumni trips and several 150th Anniversary events. During the 150th Anniversary, Ms. Scott compiled and designed a Memory Book which consisted of alumni memories and photos. Ms. Scott also worked with the Director of Development to organize and execute bulk mailings and research grants, donors and information pertinent to development.
- ❑ **Website Assistant, College Bookstores of America** — Ms. Scott worked in the Newberry College Bookstore photographing merchandise for use on their website. Ms. Scott edited and prepared the files for use on the web. Ms. Scott also maintained, prepared and shipped website orders. In addition to her work on the website, Ms. Scott designed promotional posters and mailings for the Bookstore.
- ❑ **Campaign Manager for Student Elections** — Ms. Scott developed entire campaigns from concept to printed collateral for several students at Newberry College and the University of South Carolina School of Law. She also wrote tag lines and copy for campaigns. All of the campaigns she coordinated were a success.
- ❑ **Election Freelancer, Associated Press** — Ms. Scott reports election results from Newberry County to the Associated Press Headquarters during election seasons.

### **Proficiencies**

- ⇒ Adobe Photoshop
- ⇒ Adobe Illustrator
- ⇒ Adobe InDesign
- ⇒ QuarkXPress
- ⇒ Microsoft Office Suite
- ⇒ Microsoft Publisher
- ⇒ Microsoft PowerPoint
- ⇒ Mac and PC Platforms