

# Scott E. Moore

Executive Producer | Creative Director | Director/Filmmaker  
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## Summary:

Award-winning video creative leader specializing in powerful branded documentary content.

Strengths include:

- Connecting and illustrating brand identities with cross-platform authentic video storytelling.
- Extensive experience in Health/Medical, Personal Profiles and Entertainment content.
- Exceptional writing and pitch skills.
- Building and maintaining strong client relationships.
- Identifying and creating sales opportunities.
- Leading diverse teams to optimize creativity, productivity and efficiency.
- Mentoring and developing emerging creative talent.

## Clients & Projects include:

Omnicom Group, DDB/Tribal Worldwide, Time Inc., Pfizer, Frito-Lay, Listerine, Meridian Health, Deepak Chopra/Chopra Center, TEDMED, Stand Up to Cancer/SU2C, Philips, Johnson & Johnson, Mead Johnson, Eli Lilly, Canyon Ranch, Quest Diagnostics, Nimble Fitness, Rock & Roll Forever Foundation. TV network experience includes: Viacom, MTV Networks, A&E, History, USA, PBS, ESPN, Turner, et al.

## Select Positions & Projects:

### **TheVisualMD.com – Executive Producer/Creative Director of Video**

Created, launched and led the video department for boutique digital agency and web site, mixing Science and Art. Developed video storytelling brand voice. Provided production and creative expertise to CEO, president and clients. Hired and supervised team. Oversaw 7-figure budgets. Drove \$12M+ in sales. Supervised the creation of hundreds of branded content films. Produced & directed marquis films used at TEDMED and other prestigious presentations.

### **DDB/Tribal Worldwide – Director/Writer**

Wrote & directed 5 short films, to launch *Thermacare in Action* (Pfizer Consumer Health). Researched, pre-interviewed and selected profile character subjects. Created storylines. Worked closely with agency and client teams to shape story, brand and regulatory needs. Shot on location across America. Oversaw creative video editorial through final cuts.

### **Omnicom Group – Executive Producer/Creative Director**

Co-led a team that created 66 case study submission films for the prestigious Cannes Lions awards. Strategized and developed stories, oversaw writers and editors, wrote and produced films. Worked closely with client and collaborated with more than 20 international Advertising & PR agencies.

### **It's Who You Know – Co-Creator/Executive Producer/Director**

Launched short documentary profile web series. Created concept, oversaw and executed all production with partner. 2 Telly Awards, 2015. Special Selection, CBGB Music & Film Festival, 2014.

### **Stand Up to Cancer (SU2C)/Tenth Planet Productions – Director**

Created inspirational short patient journey profile film for live event/telethon, which aired on 30+ networks, featuring A-list Hollywood stars, raising \$109M for cancer research.

[For more information and video portfolio, visit [www.WingTip.net](http://www.WingTip.net) | References provided upon request.]