

SCOT COVEY

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What motivates me

I have a passion for helping people, organizations, and companies who are doing good be successful at making a difference in the world.

The tools I use

Messaging strategy • Creative conceiving • Marketing communications
Copywriting • Brand strategy • Media relations • Print and digital design
Creative direction • Team development and management • Project management

Case studies

Turning Jenny Arneson from neighborhood mom into high-profile civic leader.

In 2010, first-time candidate Jenny Arneson was running for Minneapolis School Board against a better-funded opponent who had endorsements from a variety of prominent civic leaders. Jenny was seen as an effective school volunteer and parent, but her lack of political connections undermined her image as a potential elected official. I created an exciting professional visual identity to counter any thoughts of her being an amateur, embraced her connections among parents and neighbors (including producing an “endorsements” piece that included hundreds of locals and no prominent figures), and used microtargeting to deliver variations on her message to supporters, undecideds, and opponents. A speech which played to her strengths as “one of us” capped the campaign.

Results: She won with 68% of the vote, has since run unopposed, and served two terms as chair of the Minneapolis School Board.

Giving the Carleton College Career Center the attention it deserves.

In their most recent strategic plan, Carleton College placed a top priority on their career center, an office which had received little prior attention. Although this function was important to many donors, alumni, and parents, there had been little infrastructure or precedent for an individual program to promote its work within the larger college community, and the Career Center was seen as an outdated, ineffectual office. I worked with its new director to rebrand the program, putting a broader, more forward-thinking mission front and center, and turning a previously dry annual report—intended for a handful of administrators—into an inspiring promotional piece used by multiple college divisions as a core outreach tool. **Results:** The Career Center is now widely considered one of the college’s most exciting new initiatives, seeing a 300% increase in alumni funding, and a 137% increase in alumni and parent participation.

Finding a new audience for Theatre de la Jeune Lune.

When I took over as marketing director for this highly-acclaimed theater company in 2007, they were suffering from a declining and aging audience, and increased competition from cheaper, more on-demand forms of entertainment. I produced one of the first movie-style (quick cuts, enhanced drama and spectacle) trailers for a Twin Cities theater, and followed it up with a very popular mock-interview video piece which expanded the possibilities of this medium. I also instituted a new pricing scheme aimed at attracting a younger audience. **Results:** These innovations increased under-25 attendance by 25% for the first production, and over 30% for the second. (Unfortunately, due to long-standing financial issues, the company folded at the end of that year.)

Clients

- Minnesota legislative candidates: Will Morgan, Lindsey Port, Sandy Masin, Jay McNamar, Mike Freiberg, Shannon Savick, Tony Archer, Kari Dziedzic, Ryan Wolf, Bob Cunniff, Anne Marie Metzger, Laurie Halvorson, Bev Topp, David Bly, Jessica Peterson.
- Minneapolis School Board candidates: Richard Mammen, Nelson Inz, Alberto Monserrate, Kim Ellison, Jenny Arneson, Bob Walser, Rebecca Gagnon.
- Marion Greene for Hennepin County Commissioner.
- Brad Bourn for Minneapolis Park Board.
- Other candidates: Brian Strub, Andy Snope, Graeme Allen, Rhonda Pownell, John Fossum, Jan Callison, Gary Anderson, Kevin Reich, Kendal Killian, Mark Dayton, Kirstin Gillibrand, Lois Murphy.
- Minneapolis Public Schools.
- CoveyLaw/Tamizdat Artist Services.
- d'Arcambal Ousley & Cuyler Burk LLP.
- Carleton College.
- St. Catherine University.
- The New School University.
- Minneapolis Regional Labor Federation AFL-CIO.
- SEIU.
- Minnesota Association of Professional Employees.
- Citizen's League.
- Not For Tourists.
- Skewed Visions.
- Delaware Center for Contemporary Arts.
- Con-tent booksellers.
- Lyndale Neighborhood Association.
- Daffodil Day School.

Experience

Marketing Consultant. Thrivent Financial. June 2017–present.

- Researched and designed marketing service for representatives in the field, envisioning structure, process, and scope of service. Also provided consulting services to several businesses, covering target market identification, communications strategy, and branding.

Executive Director. Northfield Downtown Development Corporation. November 2014–September 2016.

- Guided organization through transition. Redefined mission and vision, established sustainable budget and funding strategy, reengaged and redefined board of directors. Worked with community to develop and implement downtown district brand.

Communications Advisor and Data Manager. Minneapolis Regional Labor Federation. 2008–2015.

- Provided messaging strategy and creative direction for public- and union-directed campaigns. Provided database design, construction, and support for several organizational functions.

Data Director and Marketing Advisor. Minnesotans United for All Families. 2012.

- Responsible for design, implementation, oversight, and user services of all field program data systems for this major statewide ballot initiative campaign. Supervised volunteers and interns. Designed campaign's iconic "Vote No" logo and formalized design and branding standards. Wrote and designed print advertising, merchandise, internal publications, and collateral material.

Marketing Director. Bedlam Theatre. Minneapolis, MN 2009–2010.

- Developed and managed the Bedlam brand, designed and implemented strategy for a wide range of performing arts offerings, and provided oversight to print and electronic/social media marketing programs. Cultivated media attention and sales using diverse strategies.

Marketing Director. Theatre de la Jeune Lune. Minneapolis, MN 2007–2008.

- Managed and implemented all aspects of marketing, advertising, communications, audience development, and public outreach for nationally-acclaimed theater company. Oversaw press relations, managed media plans, and conceptualized and implemented print, video, and online advertising. Managed advertising and marketing budget.

Campaign Manager/Director. Jessica Peterson for State Senate. Northfield, MN. 2006.

- Managed all aspects of the campaign, including strategy, public events, personnel supervision, image creation, and fundraising.

Book Designer. New York, NY 2000–2007.

- Designed all aspects (both covers and fully-designed interiors) of numerous nonfiction books, promotional materials, standards, and designed and developed systems and publication production processes.

Marketing Manager & Textbook Manager. Carleton College Bookstore. Northfield, MN. 1996–2000.

- Designed promotional and advertising pieces and developed new store branding for bookstore marketing campaigns. Supervised student staff.

Founder. Owner/Manager. Red Pets Records. Northfield, Minnesota. 1992–1996.

- Established and managed all aspects of independent record store. Organized and promoted public in-store musical events. Hired, trained, and supervised all staff. Managed all aspects of store's budget. Evaluated employee management process and successfully restructured business model to create a customer-owned co-op.

Marketing Associate. Amherst H. Wilder Foundation. St. Paul, Minnesota. 1987–1991.

- Advised and assisted nonprofit social service agencies in their marketing efforts.

Promotions Manager. West Publishing Company. St. Paul, Minnesota. 1985-1987.

- Managed all aspects of direct-mail campaigns for college textbooks.

Other related activities

- Board member, Skewed Visions performance group. 2010–present.
- Marketing columnist, MinnesotaPlaylist. 2010.

Awards

- American Association of Political Consultants — 2007 Pollie Award (Bronze) for Best Mass Transit Signs.
- Print magazine — 2001 Regional Design Annual. ■ Step-By-Step Graphics — 2002 Design Annual.
- I.D. magazine — 2002 Design Review. ■ Art Directors Club — 2003 Distinctive Merit Award.
- D&AD (Designers & Art Directors) — 2004 Silver Award, Most Outstanding Complete Book Design.

Education

Carleton College. Northfield, MN.

- B.A., 1985. Major in philosophy.