

# Scott Gensch

Senior Writer & Creative Director

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## Professional Summary

Difference maker and high achiever in several creative verticals — advertising, entertainment, film and TV. Writer and Creative Director with 20+ years of expertise in B2C & B2B advertising, SaaS, and entertainment. Fluent in AI Platforms & LLMs including: Google Gems, Grok, Claude, ChatGPT, Sora & more. A storyteller at heart, passionate about creating brand narratives that resonate and convert. Recognized for iconic product naming, award-winning campaigns, and screenplays honored by top industry competitions. Skilled in all phases of film & video production with A-list talent on film and TV projects.

## Core Achievements

### Brand Names Created

Mountain Dew Baja Blast, Code Red, Live Wire, Pitch Black  
AMP Energy Drink  
Pizza Hut P'Zone  
Shiner Blonde Beer  
Intuit Select Pro Staffing

### Awards & Recognition

Clio Awards – Habitat for Humanity  
PRINT Regional Design Annual – Habitat for Humanity  
Webby Award – Joe's Crab Shack  
NY Festivals Winner TV – Methodist Healthcare Systems  
50+ Gold Addy Awards, including Best of Show TV, Print & Digital

### Entertainment

Academy Nicholl Fellowships (The Oscars) Top 20 feature film script  
Official Stephen King Dollar Baby option contract (A Very Tight Place & short film script)  
UCLA Screenwriting Competition Top 10 feature film script  
Three award-winning feature film scripts

### Brand Experience

ABC Network, AMP Energy, AT&T, Beringer Vineyards, Brown Foreman, Domino's, Exxon, Fox TV, Frito-Lay, Habitat for Humanity, Houston Chronicle, Intuit, Jiffy Lube, Joe's Crab Shack, Mahindra Tractors, MasterCard, Methodist Healthcare System, Mitsubishi Motors, Motorola, Mountain Dew, Nationwide Insurance, Pepsi, Pizza Hut, Shell, Starbucks, Subaru, Texas Children's Hospital

### Creative Experience

**Intuit Pro Tax Group** • Senior Content Designer & Senior Video Producer • Lead B2B and SaaS-focused creative initiatives, shaping content and brand experiences across multiple channels and platforms.  
**Cafe G Creative, LLC** • Advertising Creative Director & Writer • Independent consultancy specializing in brand naming, creative direction, and narrative-driven marketing campaigns. Agencies: J. Walter Thompson, Rapp Collins, Tangelo, McDonald Marketing  
**TM Advertising, Integer Group, TracyLocke, Gravity Global** • Senior Writer on national/regional campaigns.

### Education

UCLA — Masters in Screenwriting (4.0 GPA)  
Pace University, NYC — BBA, Marketing & Advertising