

# Scott Gensch

[scottgensch@mac.com](mailto:scottgensch@mac.com)

713.876.6064

[cafegcreative.com](http://cafegcreative.com)

## Profile

**Writer, Creative Director, Brand Builder, Storyteller**

## Skills

Strong creative leader-manager, strategic, conceptual, focused & under pressure, resilient  
Confident Director-Producer in pre-production, physical & post, including ADR.  
Branding, digital campaigns & concepts/content in cross-platform media, CRM expert  
name & product development, script development for TV & radio video commercials & content  
Writer of several feature & short films.

## Career

### Advertising

#### **Creative Director-Writer, Cafe G Creative, LLC, 2004-present**

Intuit - PCG Digital Marketing and Design

Softway - ExxonMobil Global Operations

GSM - Toyota Motors N.A. - Tiers 1, 2 CRM digital campaigns & promotions

Amuse Digital (Hearst Corporation) - P2 Energy Solutions

Love Advertising - University of Houston

J. Walter Thompson - Shell USA/Global, Jiffy Lube

Tangelo Studio - Mahindra USA, JCI Grill, Texas Children's Hospital, new business

20th Century Fox Television - Stephen Bochco Productions

#### **Associate Creative Director-Writer, Javelin (Omnicom), 2005-2006**

Mitsubishi Motors, AT&T

#### **Senior Writer, TraceyLocke (Omnicom), 2002-2004**

AMP Energy, Frito-Lay, Mountain Dew, Nokia, Pepsi, Pizza Hut, Starbucks, new business

#### **Senior Writer, The Integer Group (Omnicom), 2002**

Cingular (AT&T), Beringer Vineyards, MasterCard, new business

#### **Senior Writer, T:M Advertising (Temerlin McClain/Interpublic Group), 2000-2001**

Subaru America/Canada, Nationwide Insurance

#### **Senior Writer, Fogarty Klein Monroe, 1995-2000**

ABC 13 KTRK, Bank United, Builders Square, Habitat for Humanity, Motorola, new business

## Entertainment

#### **Writer for Hire, Gensch Mob, LLC, 2004-present, [www.imdb.com/name/nm4116525/](http://www.imdb.com/name/nm4116525/)**

Original feature film script adaptation, *Overcast*, currently developing script with author

Original feature film script & story, *GG Loony*, currently shopping script

Short film script adaptation, Stephen King 'Dollar Baby' (option contract), *A Very Tight Place*

Director/Writer/Producer, Sentai Films, ADR for 120+ episodes of anime (five TV series)

Second-2nd AD, Shadow Cave Pictures (for Lifetime Movie Network), *The Preacher's Daughter*

Production Assistant, 20th Century Fox Television, *Lone Star*, Network TV series

Key Set P.A./Second-2nd AD, Well-Tailored Films, *Wuss*, feature film

Writer/Producer, ADV Films/The Anime Network, all owned/optioned properties

# Scott Gensch

Pg. 2

## Awards

### Advertising

2017 Houston Addy Awards 2 Gold, University of Houston video/direct-mail piece  
2013 Houston Addy Awards Gold, short film trailer, *A Very Tight Place*  
2011 American Marketing Awards, Crystal Award, James Coney Island :60 Radio  
2008 Webby Award for JoesCrabShack.com  
2008 Addy & ADCH award-winning website for JoesCrabShack.com  
2001 Best of Show-TV, Houston ADDY Awards, ConocoPhillips Co.  
2000 TV Finalist, New York Festivals, Methodist Healthcare System  
2000 Gold Addy, Houston Ad Federation, Methodist Healthcare System  
1999 PRINT Magazine Regional Design Annual, Habitat for Humanity  
1999 Best of Show, Business Marketing Awards (BMA), Motorola Semiconductors  
1998 Finalist, International CLIO Awards, Habitat for Humanity (10) poster campaign  
1995 - 2015 35+ ADDY Awards in Southwest region & nationally

### Entertainment

2013 Houston Addy Awards - Gold, short film trailer, *A Very Tight Place*  
2010 Creative Screenwriting Magazine AAA Screenwriting Competition, Finalist, *Cork*  
2009 Academy (Awards) Nicholl Fellowships, Top 20%, feature film script, *In The Groove*  
2007 UCLA Screenwriting Competition, Top 10, feature film script, *Cork*  
2007 Slamdance Film Festival, Quarter-finalist, feature film script, *Cork*

## Education

University of California Los Angeles (UCLA), Master's Certificate in Screenwriting, 2006  
Pace University, New York City, Bachelor's of Business Administration in Marketing, 1989

## References

Raquel Norton, Director-PCG Digital Marketing & Design, Intuit, 914-262-9580,  
raquel\_norton@intuit.com  
Chad Costas, Sr. Marketing Mgr, Intuit, 214-662-8788, chad\_costas@intuit.com  
Carrie Hammond, Sr. Marketing Mgr, Intuit, 512-241-9982, carrie\_hammond@intuit.com  
Vinny Minchillo, Principal/Creative, Glasshouse, 214.534.2127, vinny@glasshousestrategy.com  
Bill Hallgren, Account Dir, Commerce House, 817.715.1987, whhallgren@gmail.com