**To Whom It May Concern,**

You are about to take a glimpse into a portion of my journey as a creative professional.

Moments after the keynote speaker at my commencement ceremony stated, “You probably won’t make it as a creative professional…”, I grabbed my degree and walked out of the Art Institute of Pittsburgh ready to accept a job offer. After reaching my potential in this position, I accepted another at MeetingMatrix International.

As an Implementation Manager, I traveled to venues to measure their space, train their employees on how to use MeetingMatrix software, and create and deliver their room diagrams. During the last year of this position I was promoted to the Space Rendering Team where I captured images and measurements used to create 3D models of meeting and event space. While on site capturing Space Rendering information, a graphic design position became available at the home office. This was an opportunity to return to a discipline related to my degree of study – Bachelor of Science, Industrial Design. During my next project in Manchester, UK (for Manchester United), I applied for the job and completed logo designs to test for the position. After being offered the position, I accepted and began the next chapter in my creative and professional career.

A lively office environment and positive reinforcement from management triggered a period of rapid growth and professional development. I took my 2D graphic design to a new level, mastered layouts, branding, logo design, and added web design to my repertoire. I dove into the marketing and social media world and involved myself in content generation, copy editing, and copywriting. Around this time, PlanView.Net (iPlan) was officially launched. At first, I was responsible for illustrating each component, but quickly advanced to creating the interactive components. After several projects, I took full ownership of the creative production for iPlan.

Company growth enabled me to step out of production and into management. I oversaw the iPlan production, social media, and monthly staff meeting teams. The performance of each team exposed my leadership ability, led to increased responsibility, and prompted the executive team to nominate me to a Team Leader position. Soon after, I was promoted to Associate Creative Director and oversaw creative production and direction for MeetingMatrix.

At the 2011 MeetingMatrix annual staff meeting, I was recognized by my peers as the winner of the Jerome C. Fisher Associate of the Year award.

As an employee of Newmarket International, Inc, I have reached outside of my role to focus on process improvement, new product R&D, UI/UX design and have worked directly with the NI development team to bring iPlan 2.0 and MeetingMatrix Online to market.

Fast forward to 2013. McKissock, LLC, the fastest growing E-learning provider in the U.S., welcomed me to their team. Here, I have taken on the role as UX Design lead and have been able to work with an allstar cast to create experiences that are changing the game in the professional continuing education marketplace.

Thank you for taking a glimpse into my past and considering me as a part of an exciting future,

**-Scott**

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