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BRAND MARKETING /

5cott prides himself on inspired thinking, informed decision making and flawless execution. He has helped to deliver integrated branded marketing and advertising solutions that maximize the potential of new technologies and Social Media for his clients. Not surprisingly, 5cott has led his teams in a number of “firsts”. In January 2019 he helped launch The Torque Show during the IMSA WeatherTech SportsCar Championship at the Rolex 24 in Daytona. In 1993, he launched the Ford SVT Mustang Cobra and SVT F-150 Lighting Truck Branding, overseeing logo development, collateral, photo shoots, printing etc.

BUSINESS DEVELOPMENT /

Helping clients cross the finish line first comes naturally to 5cott. He sold and produced the first Build & Price project for GM, the Pontiac Web digital Configurator. Building on experience, 5cott went on to produce the first 2010 Mustang Dynamic Driving Digital Customizer Campaign, which ran successfully for four years. He has consistently built client rosters for clients by gaining advertising agency business and collecting diverse direct account wins that include Christian Dior, Ford, Harley-Davidson, Federal-Mogul Motorparts, M1 Concourse, Detroit Grand Prix, Champion Motor Speedway and White Castle.

CREATIVE DIRECTION /

Creative direction and branding go hand in hand and are among 5cott's passions. He designed a successful Motorsports social media show for The Torque Show. 5cott created the Brand Identity, Logos, Set Design, Social Media teaser Photography, Merchandise, and Website.

THE TORQUE SHOW



THE TORQUE SHOW



Where Winners Hang





THE TORQUE SHOW /

Created The Torque Show brand. Designed logos, embroidered patches, created the Airstream set design, motion graphics animation, website, social media launch photography, and merchandise.



Where Winners Hang

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“ Well done - you have absolutely hit it on the mark with the branding vision - in fact I LOVE the microphone logo in every way!” - Justin Bell



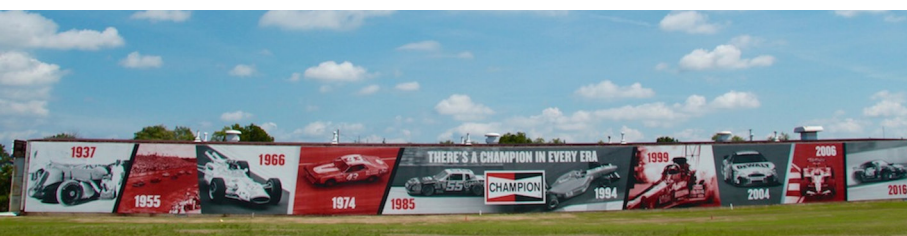
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CHAMPION MOTOR SPEEDWAY /

Generated a 5-year Sponsorship Contract with M1 Concourse, an 87-acre playground for automotive enthusiasts in suburban Detroit. Created the name Champion Motor Speedway, developed various Logos, Brand Guidelines, Track Signage and Merchandise.



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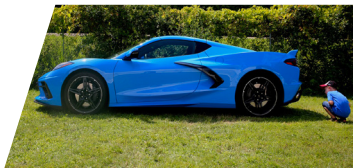


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PHOTOGRAPHY /



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SCOTT 5USALLA /

The son of a racing champion, 5codd 5usalla's passion for fast cars and innovative ideas began on his dad's lap, when 5codd shifted gears for the first time in a 1974 Pantera, a vehicle used as a Pace Car at MIS (Michigan International Speedway). He would go on to make a career out of finding exciting ways to maximize the potential of photography + Design + Technology to deliver integrated marketing solutions that inspire passionate brands in the automotive and motor sport landscape.



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