

FACULTY

Scott Woodward

Part-time Lecturer

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Office Location

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Profile

Scott Woodward is a classically trained marketing veteran with a unique blend of both strategic and creative expertise resulting in aspirational design-driven work. Woodward has served as a senior global marketing and creative executive for iconic brands that have included Ray-Ban, Calvin Klein, and Movado Group's portfolio of luxury time pieces and jewelry, where he managed multidisciplinary teams, in-house creative and external global agencies that consistently created notable advertising, public relations and retail campaigns. He also has consulted for Omnicom Group's Arnell Group, where he worked on both strategic and creative initiatives for Martha Stewart Omnimedia, Lego, Mars M&M's and The Coca-Cola Company's Coke and Sprite brands. He now shares his 360-degree experience in brand marketing with an eclectic client roster that includes emerging and established brands across diverse categories at SEW BRANDED, his New York-based brand marketing consultancy.

Degrees Held

BA, Marketing & Management - Saint Leo University

MBA, Marketing & Management - Loyola University

MS, Human Organization Coursework - Villanova University

Awards And Honors

Clio, Emery, Summit International, IAC Awards

Portfolio

[SEW BRANDED](#)

Future Courses

[Marketing, PR and Branding](#)

PUDM 2315, Fall 2022

Past Courses

Marketing, PR and Branding

PUDM 2315, Spring 2022