



SCOTT CULLING

Communications Strategist . Content Creator . Creative Producer

CONTACT

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[LinkedIn Profile](#)

CORE EXPERTISE

executive communications

leadership messaging

change communication

creative direction

AI-augmented content workflows

visual storytelling

video & media production

presentation design

UX/UI

eLearning

intranet & digital ecosystems

data visualization

TOOLS & TECHNOLOGIES

Adobe Creative Suite

AI Content & Workflow Tools

Microsoft 365

Audio Production & Music Systems

EDUCATION

Bachelor of Arts

Michigan State University

ABOUT

I work at the intersection of the executive conversation and the creative output – turning complex organizational change into narratives, visual systems, and content experiences that move people. With 20+ years across communications strategy and creative direction, I bring end-to-end capability: from shaping leadership messaging to producing the finished video, design, or experience myself, without handing it off.

I think like a strategist, execute like a creative, and deliver like a producer.

PROFESSIONAL EXPERIENCE

Global CIO Communications, Strategy & Creative Direction

Mercedes-Benz Financial Services (Daimler Financial Services / Mercedes-Benz Mobility)

2018 - Present

Served as the communications and creative engine for the Global CIO Office, producing content, design, and experiences for a global IT team of 1,100+ colleagues across four regions, spanning executive messaging, brand, events, learning, and digital channels.

- Partnered with the Global CIO and 25+ senior leaders on executive messaging, presentation design, and organizational positioning
- Led internal rebranding across three organizational identities (Daimler Financial, Mercedes-Benz Mobility, Mercedes-Benz Financial Services), each with messaging frameworks, visual systems, and strategic alignment
- Designed and produced quarterly global town halls for 1,100+ colleagues across international teams
- Launched and scaled the TechConnect learning platform (2022), 72+ live sessions, 110+ presenters from five countries, 1,600+ attendees, 3,000+ video views

Communications Manager | Creative Director | Consultant

Resource Global Professionals / Accretive Solutions 2011 - 2017

Led global client engagements in communication strategy, digital experience design, and creative execution across enterprise organizations.

- Directed enterprise communication strategies and full creative lifecycles from concept through delivery
- Designed and developed intranet, mobile, and digital communication platforms
- Produced eLearning systems and learning management integrations
- Created executive presentations, webinars, and multi-channel marketing materials

CREATIVE & MUSIC

Founder . Drummer . Songwriter . Producer

KILLER DILLER

11-Piece Ska Band 2019 - Present

Founded and lead a full-scale traditional / 2 Tone-style ska band from Detroit. Running a large music ensemble is an exercise in production management, creative leadership, and brand building, on stage and off.

Founder . Creative Director . Producer

Knockout Punch Productions 2021 - Present
Independent creative production company focused on music, video, and digital content. Produces branded and artistic media across multiple formats and platforms.