



**j.scott + /re/fined sounds**  
marketing / hospitality consulting / music + event curation / disc jockey

## past + current clients

Linear, EMBC, Traverse City Whiskey, St. Julian Wine Co., Detroit Vineyards, Le Petit Mort, Washington Island Hotel, Parc, Sob Noisse Films, Brisa Bar, ZuZu (Nashville + Detroit)

## certifications + awards

PCM® Marketing Management Certification  
WSET Certified Level 2 Wine  
Communicator Award 'Best Radio commercial'  
5 Gold + 10 Silver Addy Awards, Obie + Cannes Shortlist

## disc jockey

### *Current Residencies*

Linear (Grand Rapids) - Monthly  
TC Whiskey Co.-The Outpost (Ferndale) Bi-Weekly  
The Oak Parker (Oak Park) Monthly

### *Past + Current Bookings*

SoundsGood (Toronto) / Motor City Wine (Detroit) w/Rocksteady Disco / Detroit Foundation Hotel (Detroit)  
Bar Bleury (Montreal) w/Voyage Funktastique / The Owl (Chicago) / Cindy's Rooftop (Chicago) / Puma (Detroit)

# ELIA GROUP

Concepts + Creative Direction + Music &  
Event Programming + Video Direction

*Partners:*

*Jacob Lewkow - Photography*

*Farah Nabil - Videography*

*Philip Carrel - Videography*

*StickCreative - Design*

*Max Kertschner - Design*

*BMG Media*

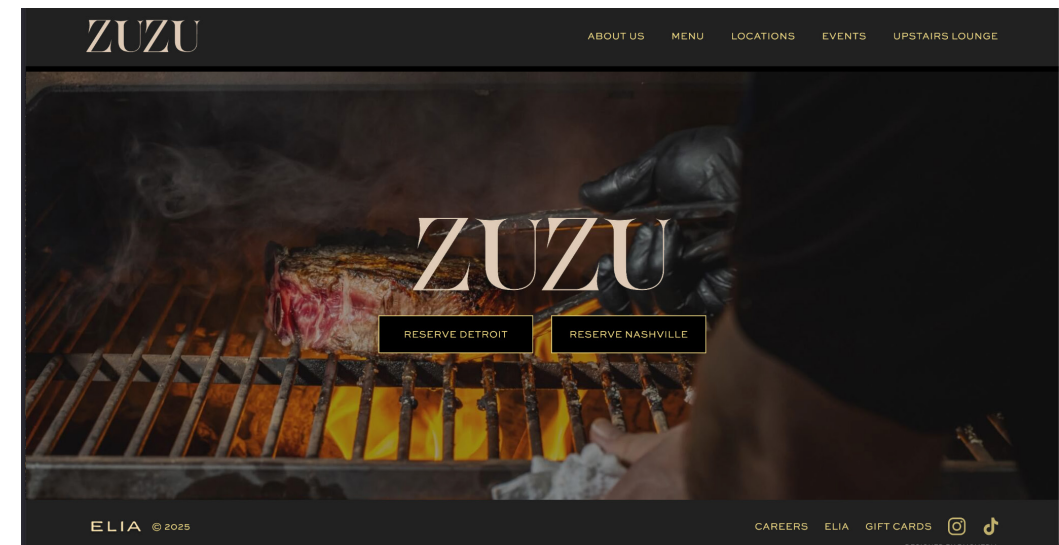
*Cleveland Menu*



Dinner Menu



Happy Hour Menu





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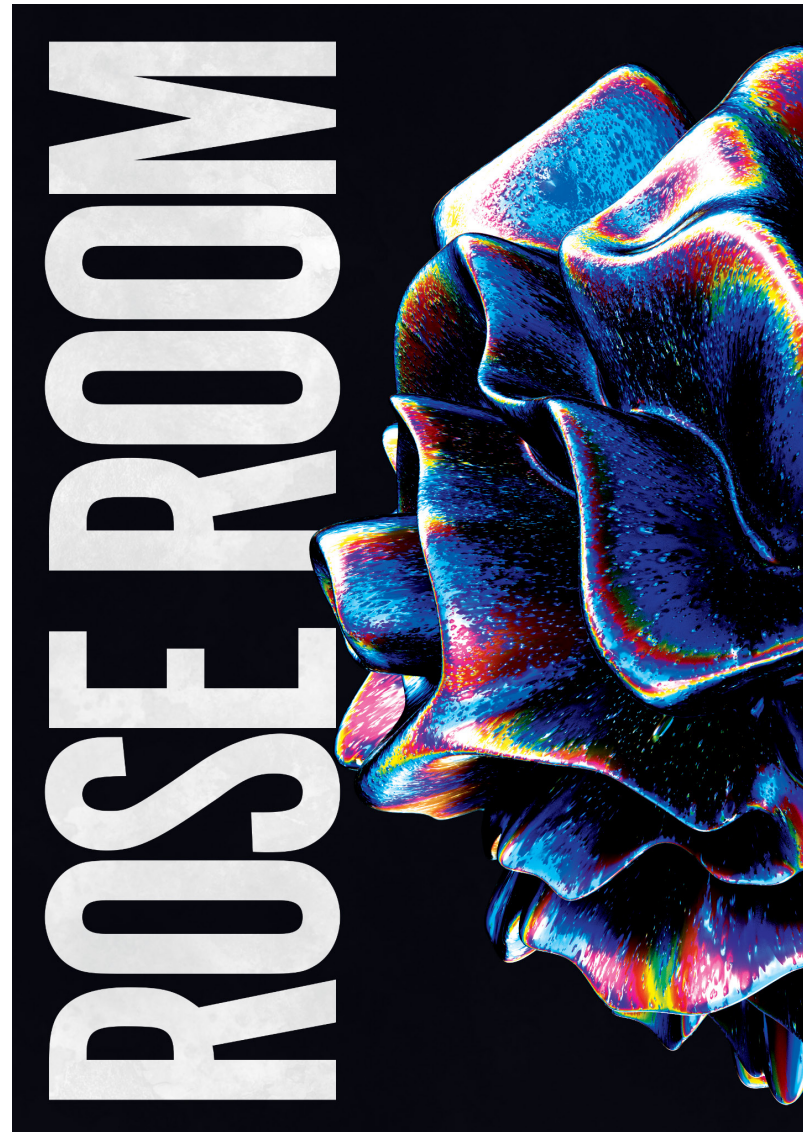
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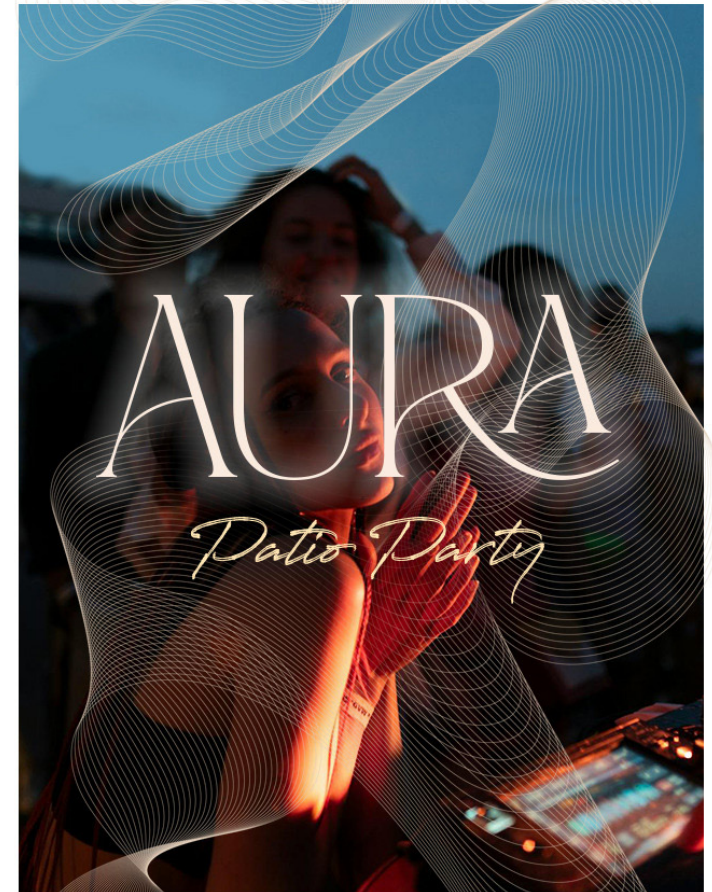
*BMG Media*

*Cleveland Menu*



ZUZU

FRIDAY NIGHT PATIO PARTY  
LIVE DJ ■ 6PM-10PM



EXPERIENCEZUZU.COM





DETROIT // FOODPRENEURS, RESTAURANTS



# Traverse City Whiskey Co.'s The Outpost Raises the Bar in Ferndale

JANUARY 21, 2026



Traverse City Whiskey Co.'s The Outpost in Ferndale has elevated its cocktail, food and entertainment programming for 2026 with a refreshed menu and a new music experience led by respected hospitality and music professionals.

Under the direction of Nathaniel Oliver, The Outpost has introduced a new cocktail menu that balances creativity with approachability. The program features new signature drinks alongside Ferndale favorites such as the **Nine Mile Old Fashioned** and **The Woodward Manhattan**, as well as Northern Michigan classics popular at the Traverse City location.

## TRAVERSE CITY WHISKEY CO.®

Marketing, Creative Direction, Music & Event Programming, Video Direction, PR

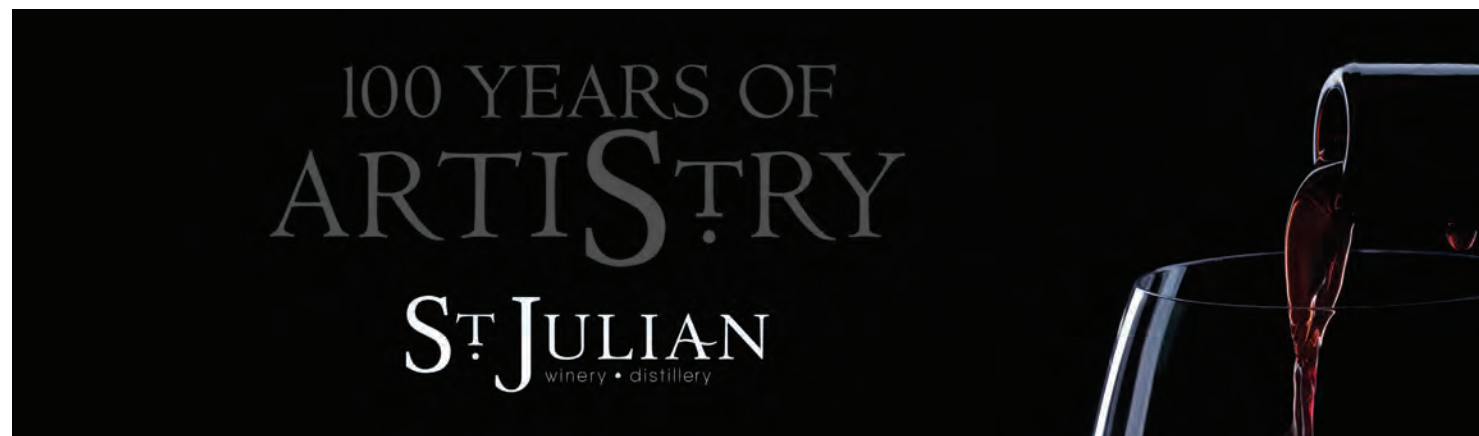
Partners:

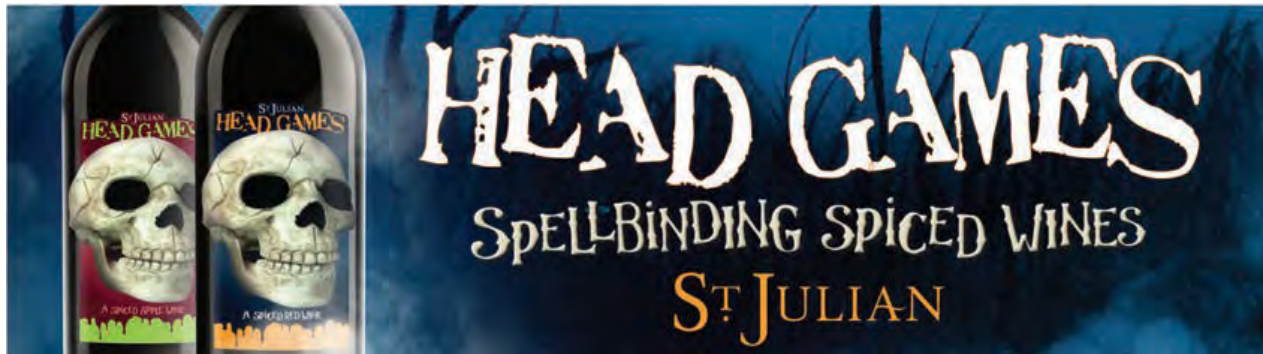
Farah Nabil - Videography



**ST JULIAN**  
winery • distillery

100 Year Anniversary  
*Creative Direction*





ST JULIAN  
winery • distillery

Head Games Redesign  
Creative + Art Direction  
Media Planning + Purchasing

# ST JULIAN

winery • distillery

St. Julian Distillery  
*Creative Direction*





LATE NIGHTS

SOCIAL BUTTERFLY

ON THE TOWN



**ST JULIAN**  
winery • distillery

On the Town, Social Butterfly, Late Nights  
Label Design: *Creative Direction*

Product Development: *Naming, Focus Group Testing, Trademark*

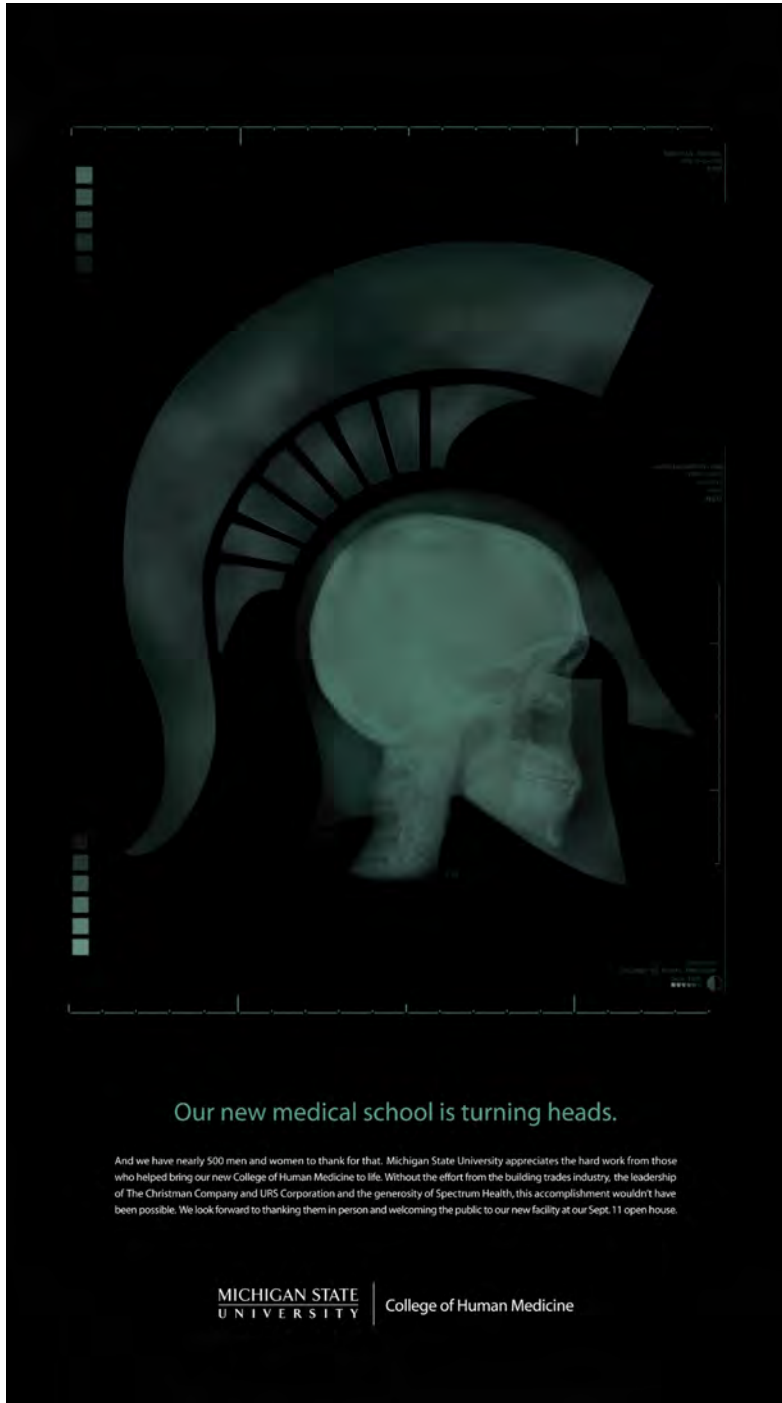
Campaign: *Creative + Art Direction, Media Planning + Purchasing*

Digital OOH

**ST JULIAN**  
winery • distillery

*Creative Direction + Naming*





College of Human Medicine  
MICHIGAN STATE UNIVERSITY

College of Human Medicine Launch  
Campaign Concept  
Outdoor

## Ernie Harwell Tribute

Concept + Art Direction,





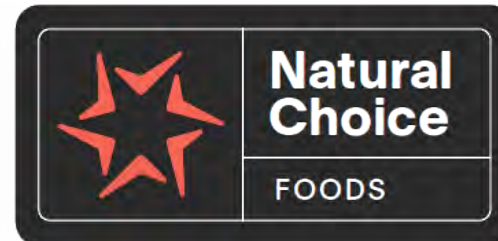
# Natural Choice

FOODS



Company Rebrand  
*Creative Direction w/ Keen Studio*

'STICKER' LOCKUP



**j.scott + /re/fined sounds**  
refinedsoundsystem@gmail.com