

# JON SOTO

415.265.2260 • [jonsoto@mac.com](mailto:jonsoto@mac.com) • [LinkedIn profile](#) • portfolio: [jonsoto.com](http://jonsoto.com) • Martinez, CA

---

## PROFESSIONAL SUMMARY

Award-winning Creative Director and Art Director with 20+ years of experience leading brand strategy, integrated marketing, campaign development, and cross-functional creative teams. Built and led work for global brands including Apple, Nike, Levi's, UC Berkeley, Gatorade, Google, Meta, and Mayo Clinic across digital, social, video, retail, out-of-home, and traditional channels. Known for creative leadership, storytelling, brand development, new business support, and delivering high-impact campaigns that drive engagement, growth, and brand visibility.

**Core Competencies:** Creative Direction, Executive Creative Leadership, Art Direction, Brand Strategy, Brand Development, Integrated Marketing, Campaign Development, Creative Strategy, Storytelling, Cross-Functional Collaboration, Team Leadership, People Management, New Business Development, Pitch Leadership, Budget Management, Consumer Marketing, Product Marketing, Customer Experience, Digital Marketing, Social Media, Video Production, Retail Marketing, Out-of-Home Advertising, Brand Guidelines, Content Development, Presentation Development, Adobe Creative Suite, Figma, Adobe Firefly, Keynote, PowerPoint, Google Workspace.

## PROFESSIONAL EXPERIENCE

**Sr. Creative Director, Art Director, Writer, Strategist**

June 2011 – Present

**Jon Soto / Consultancy**

San Francisco, CA (Remote)

*Contracted by brands and agencies to develop award-winning content across digital, out-of-home, traditional advertising, video, and high-level brand partnerships. Lead integrated strategies and production for both global brands and start-ups using AI tools to rapidly prototype visuals and executions while keeping the core ideas human-led and emotionally driven.*

Noteworthy projects include:

- Apple / Cupertino, CA: Contracted for Apple's Retail Engagement Marketing (REM) team; collaborated with global garment and retail design groups to write, design, and produce content for Apple's global retail employee portal, internally launching a much-anticipated Apple Store uniform garment and driving brand alignment and engagement. Shipped daily portal updates to teams worldwide and iterated overnight based on real-time feedback from Apple Store employees.
- Mayo Clinic TBWA\Chiat\Day / Los Angeles: Wrote, designed, and produced 20+ content videos for Mayo Clinic's fledgling YouTube channel, translating complex medical information into accessible consumer content. Credited for helping the channel grow past 1 million subscribers for the first time.
- Google/Intel Partnership / Venables Bell & Partners / San Francisco, CA: Developed a Cannes Gold Lion-winning launch film for the Google TV / Google-Intel partnership, showing how Google Maps combined with Intel's 2nd-generation Xeon Scalable processor delivered surprisingly immersive experiences.
- UC Berkeley, Berkeley, CA: Contracted to create, write, and produce cross-platform campaigns including digital video, outdoor, and social to show how UC Berkeley competes with other technologically focused universities in California, boosting awareness of Berkeley's tech leadership.
- Twitter / San Francisco, CA: Contracted to create a single launch video for Facebook ads targeting consumers who had heard of Twitter but weren't sure how it fit into their lives. Featured comedian Romesh Ranganathan in a campaign that drove a significant lift in new subscriptions.
- Meta / Menlo Park, CA: Brought in to support advertising, package design, and content strategy for the Facebook Portal product launch. Worked with designers, engineers, and producers to bring a new product to life while racing other tech giants to get their platforms to market first.

- Wieden + Kennedy / Portland, OR: Developed, produced, and shot a national TV launch campaign for Chrysler's Town & Country minivans, applying the agency's 'Fail Harder' creative process to family-category work.
- Goodby Silverstein & Partners / San Francisco, CA: Freelance creative director and art director on brands including Alfa Romeo, Cottonelle, Infiniti, Realtor.com, Campfire AI, and California Classic Radio; repeatedly invited back to lead high-stakes projects based on prior staff work.

**Executive Creative Director**

Sept 2007 – June 2011  
San Francisco, CA

BBDO, San Francisco

*Ran a 25-person creative department, led all new-business pitches, and built a strong, diverse client roster.*

- Comcast SportsNet: Led all network advertising, including an Emmy Award-winning campaign announcing the Oakland A's return to network programming.
- California Lottery: Oversaw external communications for SuperLotto Plus, Mega Millions, Powerball, and Scratchers across television, social, out-of-home, print, and stunts.
- San Francisco Zoo: Created award-winning digital and outdoor work that helped bring San Franciscans back to the zoo after a deadly tiger attack provoked by unruly visitors.
- Gallo / Barefoot Wines: Ran a Pride-focused social activation that drew thousands of participants in support of Barefoot Wines during the controversial Proposition 8 same-sex marriage ballot measure.
- Harrah's: Pitched and won the consolidated \$150M account, previously spread across multiple agencies.

**SVP Executive Creative Director**

May 2004 – July 2007  
San Francisco, CA

Publicis & Hal Riney

*Hired to run the Sprint business account; promoted within two months to Co-ECD of a 30+ person creative department during a turbulent leadership transition*

- Helped stabilize the department after the previous ECD's sudden departure, keeping key accounts and pitches moving during an intense transition.
- Oversaw creative output and new-business pitches, winning 80% of five major reviews including 24 Hour Fitness, Jamba Juice, and Rosemount Wines.

**Creative Director (second tenure)**

Sept 2001 – May 2004  
San Francisco, CA

Goodby, Silverstein & Partners

*Second of two three-year stints at this influential agency, creating and overseeing campaigns that helped launch new brands and refresh established ones.*

- Created and oversaw campaigns for Saturn, Budweiser, the Nike Skateboarding launch, Umbro Soccer, Match.com, HP, Mattel, Dreyer's Dreamery Ice Cream.

**Creative Director**

June 1999 – Sept 2001  
San Francisco, CA

TBWA\Chiat\Day SF

*Recruited by legendary creative director Chuck McBride to work on Levi's and PlayStation.*

- Crafted Super Bowl and Cannes Lion-winning TV, print, and outdoor campaigns for Levi's cords, Reissued, Loose Fit, and Low-Rise jeans.

**EDUCATION**

**Bachelor of Arts – Advertising Design**

School of Visual Arts

New York, NY

GPA: 3.8.

**AWARDS**

- Cannes Lions: Grand Prix (1), Gold (3), Bronze (1), Clio Awards: Wins (9), including Clio Hall of Fame (1), Emmy Awards: Wins (2), Effie Awards: Gold (2), One Show Pencils: Gold (1), Silver (4), Bronze (2) Fireman's Prevention Award (1), second grade — drew an extremely fire-cognizant Smokey the Bear.