

JON SOTO

Creative Director | Art Director | jonsoto.com | 415-265-2260 | jonsoto@mac.com | San Francisco, CA

EXECUTIVE SUMMARY

My creative philosophy is built on two pillars: Empathy to understand the audience, and Simplicity to respect their time. This discipline has allowed me to win major business and build iconic work for Nike, Google, and Levi's. I believe great leadership and great creative both stem from the same place—cutting through complexity to find what actually matters.

PROFESSIONAL EXPERIENCE

JON SOTO CONSULTANCY | San Francisco, CA Creative Director & Brand Consultant | June 2011 – Present A decade-plus of high-level brand partnerships, developing award-winning content and integrated strategies for global clients.

Select Brand Engagements & Impact:

Mayo Clinic: Produced 20+ YouTube films translating complex medical data into accessible consumer content via TBWA\Chiat\Day NY.

Meta: Created advertising and content strategy for the Facebook Portal product launch.

Google: Developed award-winning web content through Venables Bell & Partners.

Wieden+Kennedy (Chrysler): Led the creative and national TV launch for the Town & Country line.

Verizon Business: Authored TV commercials focused on B2B audience engagement via MRM LA.

UC Berkeley: Developed cross-platform campaigns including outdoor, social, and web video.

Twitter: Created direct-to-client instructional content to improve platform user experience.

Goodby Silverstein & Partners: Partnered on high-stakes scripts and pitches for Alfa-Romeo, Cottonelle, Infiniti, Realtor.com, Campfire.ai and Classical California Radio.

APPLE | Cupertino, CA | Creative Director (REM Team) | August 2023 – July 2024 Contract creative for the Retail Engagement Marketing Team, collaborating with internal garment and retail design groups. Wrote, designed, and created content for the global employee platform to drive brand alignment and engagement.

BBD0 SF | San Francisco, CA | SVP Executive Creative Director | Sept 2007 – June 2011 Directed a 25-person creative department and spearheaded successful new business pitches. Secured and managed a diverse client roster including California Lottery, SF Zoo, Gallo Wines, and Harrah's Casinos.

PUBLICIS & HAL RINEY | San Francisco, CA | SVP Executive Creative Director | May 2004 – July 2007 Oversaw total agency creative output and led new business acquisitions for brands like Sprint, Altoids, and 24 Hour Fitness

GOODBY SILVERSTEIN & PARTNERS | San Francisco, CA | Creative Director | Sept 2001 – May 2004 Managed creative teams to deliver noteworthy campaigns for Saturn, Budweiser, HP, and Match.com.

TECHNICAL SKILLS

Creative Tools: Adobe Creative Suite (including Firefly), Google Workspace, Google Flow, Google Nano Banana, Midjourney 7, Figma, Grok, Keynote, PowerPoint.

Strategy: B2B & B2C Marketing, Brand Identity, Content Strategy.

Leadership: Mentorship, Team Building, Storytelling, and Executive Presentation.

SELECTED ACCOLADES

Cannes Lions: Grand Prix, Gold, Silver, and Bronze winner.

Clio Awards: Clio Hall of Fame Inductee.

Industry Honors: One Show Gold/Silver, Emmy Awards, Effie Gold, and London International Awards.

EDUCATION

School of Visual Arts | New York, NY Bachelor of Arts in Advertising & Design