

# JON SOTO

**CREATIVE DIRECTOR • ART DIRECTOR • WRITER**

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## OBJECTIVE

To consistently create and nurture remarkable communications across all platforms of media, I strive to build strategies and ideas that excite and inspire through a single-minded focus, 100% rooted in empathy, truth, and simplicity.

## EXPERIENCE

**jonsoto.com** • San Francisco, CA • June 2011 - Present

**Contract Creative Director • Art Director • Writer • Content Creator**

• **Mayo Clinic:** Created twenty-plus YouTube videos helping to explain common disease causes, symptoms, and treatments via Chiat Day NY • **Twitter:** Created instructional videos for platform users: Direct to client • **Meta:** Created advertising and content for the Facebook Portal product: Direct to client • **Verizon Business:** Wrote TV commercials via MRM LA • **Google:** Award-winning web content via Venables Bell & Partners • **UC Berkeley:** Web videos, outdoor, social: Direct to client • **Alfa-Romeo, Cottonelle, Infinity, Realtor.com,** pitches, scripts, videos, and more pitches via Goodby Silverstein & Partners • **Chrysler:** Created and produced a Television campaign for the Town & Country line via Wieden+Kennedy.

**Apple** • Cupertino, CA • August 2023 - July 2024

**Contract Creative Director • Art Director • Writer • Content Creator**

Worked with internal garment and retail design groups to write, design and create content for the employee website via the Retail Engagement Marketing Team (REM).

**BBDO|SF** • San Francisco, CA • Sept 2007 - June 2011

**SVP Executive Creative Director**

Ran a 25-person creative department and led new business pitches. Attained and retained such notable clients as: **Comcast Sports Bay Area, SF Zoo, Eset Anti-Virus Software, California Lottery, Goodwill, Gallo Wines and Spirits** and **Harrah's Casino**.

**Publicis & Hal Riney** • San Francisco, CA • May 2004 - July 2007

**SVP Executive Creative Director**

Oversaw the output of the entire creative department and led new business pitches. Attained and retained such notable clients as: **Sprint, Altoids, 24 Hour, Fitness, WellPoint Insurance, AAA and Vlasic Pickles. Wine Brands: Foster's, Beringer, The Little Penguin and Rosemount.**

**Goodby Silverstein & Partners** • San Francisco, CA • September 2001 - May 2004

**Creative Director**

Created work and oversaw creative teams to make noteworthy advertising campaigns for brands like: **Emerald Nuts, Saturn Cars, Michelob, Budweiser, Specialized Bikes, HP** and **Match.com**.

**TBWA Chiat|Day SF** • San Francisco, CA • June 1999 - September 2001

**Creative Director**

Crafted ideas and award winning advertising campaigns for **Levi's, Playstation.**

**Goodby Silverstein & Partners** • San Francisco, CA • September 1995 - June 1999

**Art Director**

Cut my teeth at what, at the time was one of the best advertising agencies in the world. I was blessed to create award winning campaigns for **Nike, HP, Umbro, Budweiser** and **Dreyers Ice Cream.**

**EDUCATION**

**School of Visual Arts** • New York, NY

Bachelor of Arts in Advertising & Design

**SKILLS**

- |                 |                 |              |                         |
|-----------------|-----------------|--------------|-------------------------|
| • Strategy      | • B2C Marketing | • Keynote    | • Adobe Photoshop       |
| • Design        | • Storytelling  | • Figma      | • Adobe InDesign        |
| • Copywriting   | • Leadership    | • Editorial  | • Adobe Illustrator     |
| • B2B Marketing | • Kindness      | • Leadership | • Google Creative Suite |

**ACCOLADES**

- |                       |                     |                               |                                     |
|-----------------------|---------------------|-------------------------------|-------------------------------------|
| • Cannes Grand Prix   | • Clio              | • One Show Silver             | • Graphis                           |
| • Cannes Gold Lions   | • Clio Hall of Fame | • London International Awards | • Best in Show   SF Awards          |
| • Cannes Silver Lions | • Emmys             | • Effie Gold                  | • Fire Prevention Medal (1st Grade) |
| • Cannes Bronze Lion  | • One Show Gold     |                               |                                     |