

Jon Soto | Creative Director | Art Director

mobile: 415-265-2260 | jonsoto.com | josoto@me.com

Objective: I'm an award winning CD with a proven track record whose goal is to consistently create remarkable communications which intrigue, excite and inspire through single-minded ideas, solidly rooted in data, truth, empathy, and simplicity.

Experience:

August 2023 - July 2024

Apple, Cupertino, CA

Contractor | Creative Director | Writer

Wrote, designed and created content for Retail Engagement Marketing Team (REM)

June 2019 - Present

Creative Contrator San Francisco, CA

Creative Director | Art Director | Writer

Clients and Agencies: Mayo Clinic/Chiat Day NY, Verizon/MRM, Hilton Hotels/Chiat LA, Frontier Fiber/Hill Holliday, Realtor.com/Goodby Silverstein & Partners, Aflac/Publicis Seattle, Reuse SF/ Most Likely To.

April 2019 - June 2019

Meta, Menlo Park, CA

Contractor | Creative Director

AR/VR | Package Design and Content for Facebook's Portal Product

July 2011-April 2019

Creative Contrator, San Francisco, CA

Creative Director | Art Director | Writer

Clients and Agencies: Alpha Romeo, Cottonelle, Infinity/Goodby Silverstein & Partners, Chrysler/Wieden+Kennedy, AKQA, Chiat/day, Nest, Facebook, Team One Detroit, Ogilvy, The Community.

Sept 2007 - June 2011

BBDO|SF, San Francisco, CA

SVP Executive Creative Director

Comcast Sports Bay Area, SF Zoo, Eset Anti-viral Software, California Lottery, Goodwill, Gallo Wines and Spirits, Harrah's Casino, Got2b Hair Products and any and all new business pitches.

May 2004 - July 2007

Publicis & Hal Riney, San Francisco, CA

SVP Executive Creative Director

Sprint, Altoids, Wellpoint Insurance, AAA, Fosters Wines (Beringer, The Little Penguin and Rosemount Brands), Vlassic Pickles, 24 Hour Fitness and any and all new business projects.

September 2001 - May 2004

Goodby, Silverstein & Partners, San Francisco, CA

Creative Director

Emerald Nuts, Saturn, Michelob, Budweiser, Specialized Bikes, HP, Match.com.

June 1999 - September 2001

TBWA/Chiat/Day SF, San Francisco, CA

Creative Director

Levi's, Playstation, Omnisky, New Business.

References available upon request.