

FOCUSED ON RESULTS | PROMOTION | BRANDING | DESIGN | RENDERING | RETOUCHING

**I believe that good design is beautifully-executed common sense.**

**This approach ensures that a brand is represented clearly and concisely at every level.**

*I have been working in a creative marketing capacity for 25 years. This has given me a tremendous wealth of experience and technical expertise. It has also helped to clarify the science behind communication and branding, allowing me to forecast and understand industry trends. This broader perspective of print and digital media, as it pertains to a variety of industries and processes, is crucial in generating results across all channels of visual communication.*



**MARKETING/CREATIVE DIRECTOR –**  
*Otto Image Services, Inc. [1998 - present]*

Function as a marketing/design department for established and emerging brands in a variety of industries. Clients include the Green Bay Packers, Nautica clothing, Oshkosh Corporation, and Jackson National. We provide a full array of services in both print and digital platforms to enhance and promote corporate marketing efforts in both B2B and direct to consumer sales. Manage projects from concept to completion, working directly with clients to utilize best practices in campaign/creative development, design, copywriting, budgeting, technical specifications, acquisition of talent and materials, production and fulfillment. Provide additional support in environmental rendering and experiential design/marketing, as well as photography/photo manipulation.



**CREATIVE DIRECTOR –**  
*Menasha Corporation [1996 - 1998]*

Oversaw all creative services for a privately-held corporation with over \$1B in annual revenue. Developed design and production of product catalogs, internal publications, promotional materials, communications, correspondence and brand identity for seven manufacturing divisions. Managed a marketing staff of designers and copywriters. Maintained a budget and monitored efficiency relative to outside agencies. Worked closely with Menasha’s commercial printing and packaging divisions to see projects through to completion. Worked with web/IT developers to create a digital presence.



**ASSISTANT ART DIRECTOR –**  
*EAA [1991 - 1996]*

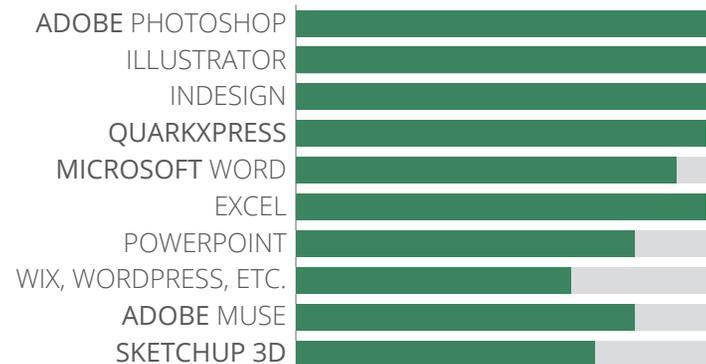
Created three monthly magazines for an international organization with more than 200,000 members. Managed all design and production for these publications. Maintained the branding materials for the organization. Developed promotional materials, editorial content, illustrations, image composites, signage, and exhibit renderings for AirVenture, the world’s largest aviation event. Worked closely with photographers, video production, and public relations team to ensure all project goals and budget guidelines were met.



**BACHELORS OF SCIENCE, WITH DEGREES IN BOTH JOURNALISM AND ART –**  
*University of Wisconsin, Oshkosh [1991]*

Four years of multi-level coursework in business, marketing, advertising, communications, public relations, copywriting, and graphic design. Worked in a manufacturing facility throughout college, in addition to freelancing for a number of local companies and agencies.

[tools]



[traits]

**My job is making others look good.** I tend to function behind the scenes and find that the work is its own reward.  
**I am tenacious to a fault.** I am stubborn when solving a problem and love the sense of accomplishment that follows.  
**I am open to suggestions.** I like to understand what motivates people and use those insights to develop better products.

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