



Contact | Austin Tott
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Portfolio | austintott.com

OVERVIEW

- Creative professional with 11+ years of expertise in photography, design, video, copy, and creative ideation
- Develops major digital marketing campaigns in advertising, social media, film, interactive, and experiential creative for promotional products, launches, loyalty programs, and brand moments
- Team lead supervising multiple direct reports, overseeing external agencies, and managing a \$2M+ annual production budget

EXPERIENCE

- STARBUCKS**
CREATIVE DIRECTOR - SOCIAL & BRAND
 11/2018 - PRESENT
 - Leads creative for Starbucks brand marketing with a specialized focus in social media, for an audience of 67M followers
 - Directs external agencies, manages in-house creative team, and partners cross-functionally with product and brand teams
 - Secured funding to quadruple internal production budget and expanded creative team headcount
 - Developed a new set of creative guidelines, evolving the social look and feel, laddering up to a larger cohesive brand expression
 - Continuously launches new products and reinvigorates returning seasonal favorites. In one example, increasing Pumpkin Spice Latte launch conversation by 79% over prior year
- ASSOCIATE CREATIVE DIRECTOR**
 07/2017 - 11/2018
 - Created content through the use of design, photography, and video, in partnership with writers and strategic counterparts
- ZULILY**
ART DIRECTOR
 10/2016 - 07/2017
 - Developed 360 partnerships with a variety of industry leading brands including Coach, Cuisinart, Dyson, and Adidas
- EDITORIAL PHOTOGRAPHER**
 07/2015 - 10/2016
- PRODUCT PHOTOGRAPHER**
 05/2014 - 07/2015
- AMAZON**
STUDIO ASSISTANT / DIGITAL TECHNICIAN
 06/2013 - 05/2014
 - Supported editorial and product shoots
- FREELANCE**
AUSTIN TOTT PHOTOGRAPHY
 04/2010 - 07/2017
 - Created content for Sugarfina, Tillamook, and other clients

EDUCATION

- A.A. COMMERCIAL PHOTOGRAPHY**
SEATTLE CENTRAL
CREATIVE ACADEMY
 10/2011 - 06/2013
- GRAPHIC DESIGN**
GEORGE FOX UNIVERSITY
 09/2009 - 05/2011

SKILLS

SOFTWARE	KNOWLEDGE
Photoshop	Creative direction
Illustrator	Brand strategy
InDesign	Pitch & presentation
Premiere Pro	Budgeting
After Effects	Agency management
Capture One	Crisis communication
MS Office	Talent development