



# STEPHEN RUSTAD

## SUMMARY

- Accomplished creative leader with a 30-year record of success in creating highly-effective marketing, advertising, public relations, and social media campaigns for national brands
- Guided many established and start-up enterprises in creating or evolving unique brand identities and developing innovative and persuasive marketing messages
- Clients have included business-to-business service providers, consumer product companies, pharmaceutical developers, manufacturers of traditional and high-tech equipment, and other entrepreneurs

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[instagram.com/ursageezer](https://www.instagram.com/ursageezer)

## EXPERIENCE

### **OWNER** | RUSTAD MARKETING

Create and produce a wide range of affordable marketing services for businesses large and small in the North Bay including:

- strategic marketing planning
- brand development
- graphic design
- copywriting
- production of advertising and promotional materials
- design and production of video for television and the Internet
- marketing research

### **CEO** | SONOMA COAST TRAUMA TREATMENT

Sonoma Coast Trauma Treatment is non-profit organization that is committed to addressing the high rates of disease, disability and morbidity in the caregiver population. Our community-centered program of services and referrals trains, coaches, supports and encourages caregivers in ways that enhance their physical and emotional renewal, building resilience and hope.

### **MANAGING PARTNER** | JB COMMUNICATIONS LTD

Provided branding and strategic Marketing programs to North Bay clients including American AgCredit, Health Plan of the Redwoods, Sutter Hospital, All Coast Forest Products, Summit State Bank, Simons & Brecht, North Bay Business Journal, Nieco Corporation, Jim Murphy & Associates, Bubbies Kosher Dill Pickles.

### **MANAGING PARTNER** | RUSTAD ROSS

Provided San Francisco Bay Area businesses with a unique and flexible creative resource for marketing, advertising and promotional programs

- execute client-directed projects with the highest professional results
- support the client by solving a marketing communications challenge by creating and producing the appropriate marketing tool.

## SKILLS

- Brand Development
- Creating Unique Marketing Programs
- Innovative Graphic Design
- Clarifying Complex Messages
- Effectively combining Online and Offline Marketing
- Budget Forecasting & Control
- Leading Diverse Creative Teams



## **MANAGING PARTNER** | PERFORMANCE COMMUNICATIONS

Developed innovative branding, marketing, advertising, and promotion for many San Francisco Bay Area firms.

## **OWNER** | STEPHEN RUSTAD & ASSOCIATES, INC.

Provided freelance creative design and production services to a wide range of Bay Area businesses

- (TV) Art Direction to ad agencies
- copy writing to graphic design firms
- direct mail campaigns to educational publishers
- sales promotion materials to technology companies



## **ASSOCIATE CREATIVE DIRECTOR** | J. WALTER THOMPSON ADVERTISING

Directing the creative output of four creative teams of writers and art directors

- personally wrote and designed award-winning TV commercials
- worked closely with Account Management teams in formulating communications strategy
- interacted with clients to present and explain creative solutions
- key member of the new business team for 3 years
- key accounts included Hewlett-Packard, Dole Pineapple, Sprint Communications, Chevron, Activision



## **ART DIRECTOR / COPY WRITER** | FOOTE, CONE & BELDING

Wrote, designed and supervised the production of broadcast and print advertising.

- key accounts included La Pizzeria Frozen Pizza, Clorox 2, Armour-Dial



## **ART DIRECTOR / COPY WRITER** | BOTSFORD KETCHUM

Wrote, designed and supervised the production of broadcast and print advertising

- won Clio's for several Duraflame TV spots
- key accounts: Safeway, Duraflame Firelogs, Litter Green, Pillsbury, Shasta Beverages

## **ART DIRECTOR / COPY WRITER / PRODUCER** | SLIDE FACTORY

Designed and produced programmed slide presentations for large SF corporations. Clients included banks, VISA, Wang, and United Airlines. The shows often featured as many as 15 projectors operated by a simple computer and combined with both live entertainment and 16mm film



## **CREATIVE SUPERVISOR** | AMERICAN ANALYSIS CORP

Supervised the creation of storyboards for animated training materials for the US Army. Managed a team of art directors and illustrators

## **ART DIRECTOR / ILLUSTRATOR / WRITER** | CENTRON EDUCATIONAL FILMS

Designed, illustrated and wrote scripts for educational and industrial films

## **WRITER / ARTIST / CARTOONIST** | HALLMARK CARDS

Wrote and illustrated greeting cards. Developed characters for stories, gifts, cards and posters



## EDUCATION

**UNIVERSITY OF CALIFORNIA, BERKELEY** / AB, Fine Art - Painting & Drawing

**KANSAS CITY ART INSTITUTE** / Studied Painting and drawing