

# Stephen George Rustad

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Prefer to work remotely

## Creative Supervisor

**Visionary Creative Supervisor with a robust background spanning strategic marketing, brand development, creative direction, and multimedia content production.**

Demonstrated expertise in leading diverse teams to deliver innovative marketing and advertising campaigns aimed at driving brand visibility, engagement, and growth. Expert in managing the entire creative process from concept through execution, with a proven track record of developing compelling visual and written content for a broad range of channels, including television, internet, and print. Renowned for spearheading strategic marketing planning and research, ensuring the delivery of high-quality services tailored to meet the needs of businesses across various sectors. Adept at fostering partnerships, managing key client relationships, and leading cross-functional teams to conceptualize and execute multi-channel marketing campaigns. Committed to innovation in brand development and promotional strategies with a keen focus on results-driven outcomes.

## Areas of Expertise

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- Strategic Marketing Planning & Execution
- Brand Development & Positioning
- Creative Direction
- Multimedia Content Production
- Graphic Design & Copywriting
- Campaign Management
- Market Research & Strategy Development
- Budgeting & Resource Allocation
- Client Relationship Management

## Professional Experience

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**RUSTAD MARKETING – Petaluma, CA**

**2003 - Present**

**Chief Executive Officer, Owner**

Spearhead strategic marketing planning, brand development, and the creation of marketing materials, catering to a diverse client base across North Bay. Oversee the entire creative process from graphic design and copywriting to production aimed at ensuring the delivery of high-quality marketing services. Direct video production for television and internet to enhance brand visibility and client engagement through multimedia content. Conduct comprehensive marketing research to inform strategy development and execution for small to large businesses. Develop and implement innovative advertising and promotional campaigns with keen focus on driving client growth and brand recognition.

*Key Contributions:*

- Created brand equity and consumer awareness, enabling companies to sell respective brands for many times book value.

**SONOMA COAST TRAUMA TREATMENT – Petaluma, CA**

**2011 - Present**

**Chief Executive Officer**

Lead a community-centered program focused on improving the health and resilience of the caregiver population through comprehensive services and referrals. Design and execute training, coaching, and support programs aimed at enhancing caregivers' physical and emotional well-being. Foster partnerships with local organizations to broaden service offerings and impact. Implement innovative strategies to address disease, disability, and morbidity among caregivers. Manage organizational operations, ensuring program goals were met and resources were utilized efficiently.

*Key Contributions:*

- Raised over \$100K to support Veterans, First Responders, and Caregivers as well as established Board of Director and formulated Strategic Plan.

**JB COMMUNICATIONS LTD. – Santa Rosa, CA**

**1999 - 2003**

**Managing Partner**

Directed branding and strategic marketing programs for prominent North Bay clients, including financial, healthcare, and product sectors. Led cross-functional teams in the development of comprehensive marketing strategies, ensuring alignment with client objectives. Managed key client relationships, providing expert marketing consultancy and support. Oversaw the execution of multi-channel marketing campaigns, from conceptualization to launch. Collaborated with creative teams to produce innovative marketing materials and campaigns.

*Key Contributions:*

# Stephen George Rustad

- Expanded client portfolio to include technology, food manufacturing, and high-end building contractors.

## Additional Experience

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**Managing Partner** | Rustad Ross

**Managing Partner** | Performance Communications

**Owner** | Stephen Rustad & Associates, Inc

**Associate Creative Director** | J. Walter Thompson Advertising

**Art Director / Copy Writer** | Foote, Cone & Belding

**Art Director / Copy Writer** | Botsford Ketchum

**Art Director / Copy Writer / Producer** | Slide Factory

**Creative Supervisor** | American Analysis Corp

**Art Director / Illustrator / Writer** | Centron Educational Films

**Writer / Artist / Cartoonist** | Hallmark Cards

## Education

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**AB, Fine Art - Painting & Drawing** | University of California, Berkeley

**Studied Painting and drawing** | Kansas City Art Institute