

WHO AM I

Santiago Botello III
12500 Merit Drive | #1103 | Dallas, TX | 75251
214-450-8345 | sbotello@sb3m.com | www.sb3m.com
son to two great parents | brother to six siblings | friend to some really great people
father to one beautiful daughter | cook | movie fan | musician

WHAT AM I DOING

I have spent the last 18 years developing a comprehensive knowledge of print work while continuing to satisfy my natural curiosity for other media. I have worked with a variety of personalities and have helped develop processes and systems to improve production workflow. I possess some intangibles like a drive to perform at a high level and a desire for knowledge. I'm looking for a position that will utilize and expand my varied skill set.

WHAT I'VE DONE

04/12 - 12/17 MindHandle | Dallas, TX | Production Director
Develop hires mechanicals for menus, feature cards, POP, POS and OOH. Produce videos for broadcast, social and kiosk applications. Produce occasional web content and email animations. Develop organizational structure and agency processes for efficiency and accuracy. Assist in setting up new computers for new employees and maintaining account info for each employee.

09/11 - 12/11 Airity, Inc. | Dallas, TX | Multimedia Specialist
Develop web designs and generate some front end code for development team. Produce low resolution wire-frame prototypes for web interface design. Develop and design company wide presentation standards. Design and produce illustrated presentation graphics. Design product packaging and packaging demos, produce print files for identity package.

01/11 - 08/11 The Marketing Arm | Dallas, TX | Senior Mechanical Artist
Produce hires mechanicals for print ads, direct mail, pop, and pos. general color correction, image manipulation and retouching. coordinate schedules with print production and collaborate with creatives to attain desired details of final product. Provide final files to printer via ftp.

11/04 - 05/10 Dieste Inc | Dallas, TX | Senior Mechanical Artist
Produce HiRes mechanicals for print ads, direct mail, POP, POS and OOH. general color correction, image manipulation and retouching. coordinate schedules with print production and collaborate with creative department to attain desired details of final product. Provide final files to printer on disk or ftp with Kodak or Epson proofs as needed.

EDUCATION

04/98 - 09/99 The Art Institute of Dallas
Associate of Applied Arts - Graphic Design Advertising
Concentration 3.9 GPA

REFERENCES

Carlos Cortinas | IN Marketing Services
Creative Director | carloscortinas@hotmail.com

Ken Womack | MindHandle
Principal | ken@mindhandle.com

Christine Cardenas | Avery Foster
Account Manager | c.guiang@me.com

Katrina Davis | JC Penney
Print Production | kdavi92@jcp.com

Nicole Cochran | MindHandle | Sr Director of
Development | nicole@mindhandle.com

Anne-Marie Zorad | Dieste Inc. | Print Producer
azorad@dieste.com

CLIENT LIST

Chili's | At Home | AT&T | Nissan | Infiniti
Western Union | Clorox | Pepsi | Frito-lay | Heineken
Dannon | Tecate | Southwest Airlines | H&R Block
Washington Mutual | Gatorade | 7-11 | Glad
Pizza Hut | Wednesday's Child | Wrangler
José Cuervo | Taco Bell | Nationwide Insurance