

## WHO AM I

Santiago Botello III  
5220 County Road 605 | Burleson, TX | 76028  
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, including web and video. 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 LowRes 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 | Main Event | 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