

Overview

Multiple decades developing marketing strategies and campaigns, planning and delivering product launches with engineering and SME groups, and most recently coming full circle to write and produce the creative for the client-side of deliverables.

Professional Experience

tkKomms Austin, Texas 2005 – now	Writer, Producer, Consultant – Advertising & Media Development <ul style="list-style-type: none">• Manage creative teams to define & develop creative briefs• Identify key messaging tenets & concepts to convert into data-driven assets• Create print, digital, video/film from concepting-to-completion
Aquent Studios Austin, Texas 2017-2018	Sr. Writer, Brand Strategy+Concept Ideation <ul style="list-style-type: none">• Digital Marcom• Brand redefinition for DellEMC Integrated Solutions Group in-house creative• Blogs, banners, all social media, & solutions websites for global audience
Liaison Resources Austin, Texas 2010-2016	Writer, Brand Strategy <ul style="list-style-type: none">• Digital + print B2B & B2C media• Brand strategy and ‘voicing’ for internal global creative services at Dell, Inc• Banners, catalogues, websites, & whitepapers, all for international distribution/translation
Y&R Brands Austin, Texas Enfatico 2009 – 2010 / AdPeople 2012 – 2013	Writer <ul style="list-style-type: none">• Digital + print advertising media• Concept origination to campaign completion• Banners, catalogues, websites, articles, video, animations, emails (& more)• Freelance copywriting+consultant for Healthcare, Government, Public & Large Enterprise advertising verticals
Elephant Productions Austin, Texas 2005 – 2006	Marketing Strategist, Media Development Consultant <ul style="list-style-type: none">• Created interactive museum + historical gallery installation• Developed concept & design collaboration with architectural firm• Produced final storyboard presentation + content for the “Dell History Center” project
Dell, Inc. Austin, Texas 2002 – 2005	Product Marketing Manager: Dell PG Services Product Group <ul style="list-style-type: none">• Develop messaging pillars & marketing houses for product development• Write & deliver creative briefs based on SME and product engineering inputs• Drive creative teams to deliver marketing campaigns derived from marketing plan
2001 –2002	Program Manager, Enterprise Product Group <ul style="list-style-type: none">• WW program manager for product training – media design & development• Writer & instructional designer for technical services
1998 – 2001	e-Learning Sr. Manager, dell corporate <ul style="list-style-type: none">• Designer/instructional strategist for global ‘e-learning’ creation & delivery• Staffed design team & pioneered out-sourced on-demand development model for WW distribution• Architected web-enabled media production system for product training
1995 –1998	Instructional Designer, Developer & Writer, Dell New Product Development <ul style="list-style-type: none">• Writer, producer, & designer for web-based training• Designer, writer & developer for video training courseware

Tony Kotecki

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Professional Experience

- Cable Healthcare
Austin, Texas
1994 – 1995
- Managing Editor, Techdoc & Marcom
- Manager, publications, for on-demand healthcare cable-TV provider
 - Writer/developer technical & marketing materials for shareholders, board members, engineers & end users
- AVCA/MAJEC
Austin, Texas
1993-1994
- Writer/Designer – Technical Documentation & Graphics Illustrations
- Marketing & sales media for interactive cable-TV product development
 - Writer/designer tech docs & engineering guides for healthcare software
- Alpha Base
Systems, Inc.
Los Angeles, CA
Austin, Texas
1984 – 1993
- Manager, Regional Sales & Support (Austin, Tx)
- Account manager for software sales, installations & training
 - Produced & managed trade-show marcom & customer events
- Technical Writer, Editor, Customer Service, Training, (Los Angeles, Ca)
- Technical support for end-user and software development programmers
 - Writer, user & programmer manuals
 - Editor/publisher accounting for software user manuals using Ventura Publishing, the first WYSIWIG
 - Designer, reusable template-driven documentation process
- MediaGraphics
Dallas Texas
1982 – 1984
- Studio Manager, Fashion Photography
- Project manager, booker & production coordinator for high-turn catalogue/fashion photo studio
 - Set designer & stylist for photographer
- East Village
Enterprise
Manhattan, NY
1981-1982
- Graphic Design, QA Operations Trafficking Manger
- Routing of logo, print, advertising, and graphic design projects from conception to completion
 - Printing, bindery, die-casting, color matching and thermography for final customer approval

Other stuff: blue-grass/punk rock concert producer; waiter; film "extra" actor; location photographer; Greek-food 'chef'; radio dj; retail sales; house painter and carpenter

Education

University of Texas at Austin
Three years undergraduate studies in the School of Communications towards a Bachelor of Arts in Photography/Journalism

Works

www.tonykotecki.com