# BILL OTTINGER

## LET'S CONNECT

602 - 980 - 4653
ottinger@outlook.com
linkedin.com/in/billottinger

## EXPERTISE

- Advertising
- Brand Development
- Creative Strategy
- Client Relationships
- Media Campaigns
- People Leader
- Community Involvement

## ★★★★★ Reviews

You did AMAZING work for my clients and I am grateful. It was an honor to work with you.

Barbara Holland, CH Media, [CLIENT]

Bill makes the process easy, starting with our goals, understanding the client's business, the message we'd like to deliver and forming creative concepts that are appealing and engaging to the target audience. His creativity, insights and knowledge are so valuable, combined with his attention to detail, and an eye on the budget.

M Pennington, MediaWorks, [CLIENT]

You and your team helped me start conversations, extend existing ones or were just there to save the day. Watching you do your magic is a gift.

B. Weaver, Cox Media Sales Rep

## ABOUT ME

People-focused leader who thrives on ideas, collaboration, and positive connection to build brands and drive results through innovative and creative solutions.

## WORK EXPERIENCE

**COX MEDIA, Creative Director, Cox Creative Studios** Phoenix, AZ 2013 - 2024

- Successfully led and inspired a statewide team of 12 award-winning creative professionals to create impactful and engaging messaging across multiple platforms. Achieved specific marketing objectives, consistently delivering results and drove revenue growth.
- Fostered strong client partnerships, ensuring effective collaboration, and tailored solutions that exceeded client expectations.
- Strategic Leadership: Championed the "Lead with the Idea" creative approach, leveraging the power of creative to engage clients early, helped them focus on creative to differentiate their brand, which led to smarter, long-term relationships. Drove innovation and met budget targets by promoting individual performance within team.
- Fostered a positive culture that nurtured creativity and talent among team members. Interfaced with clients and leadership to make informed decisions and adapt to industry changes, ensuring sustained success and growth.
- Creative Management: Oversaw project development, ensured alignment with client goals. Assigned projects and guided ideation process. Directed scriptwriting, visual direction, graphics and animation, photography, and post-production for TV, radio, and digital platforms.
- Creative Consulting: Conducted creative discovery to understand client needs and goals. Developed innovative concepts, presented tailored solutions, and managed projects through to successful campaign completion during direct client meetings.
- Collaboration: Worked closely with clients, sales, marketing, and digital teams to understand client goals. Brainstormed innovative concepts, presented tailored solutions, and delivered finished creative products. Successfully managed campaigns from conception to completion, ensuring exceptional results.
- Revenue & Budget Management: Oversaw statewide production revenue lines, often exceeding $600K. Consistently met and surpassed annual budget goals, ensuring financial stability and growth.
- Negotiation: Effectively negotiated with vendors on client projects to maximize budgets. Secured the best rates and terms, ensuring cost efficiency. Delivered high-quality outcomes through strategic vendor negotiations.
- Led Cox Creative Studios to the #2 ranked production company in Arizona by "Ranking Arizona 2024" magazine for 2024 and 2025.

**KTVK - TV/KASW - TV**
**Creative Services Manager, Marketing and Promotion** Phoenix, AZ

- Developed on-air marketing and promotion campaigns for television station image, news coverage, community, and entertainment programming.
- Supervised an award-winning staff of 10, including writers / producers, artists, animators, and photographers.
- Negotiated and managed $1MM+ annual outside media budget, maximizing use of co-op dollars and advertising budget, utilizing the station's on-air schedule, local radio, and outdoor advertising.
- Partnered with The CW network and program syndicators for strategic ad placement to grow viewership.
- Developed, wrote, and produced campaigns for branding, topical news promotion, and community service under tight, often hourly, deadlines.

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## ★★★★★ Reviews

Bill is an exceptional leader and a brilliant creative mind.

Richard Barone, VP, Cox Media AZ

Bill is a great leader which makes for a wonderful atmosphere. He's a pleasure to work with and for.

Stacy Lincoln, Cox Media, Direct Report

This team is inspiring and talented. Not to mention the clients that you've touched and the relationships and bonds that were formed because of this creative team.

K. Neick, Sales Director, Cox Media

Bill and the team can always be counted on to overdeliver on expectations. Clients love working with our creative team. Stacks of awards and accolades. These things could not happen without Bill's leadership and unique talents. I appreciate Bill's commitment to excellence.

J. May, Sr Mrktg Dir., My supervisor

## WORK EXPERIENCE

**WKXT - WTVK, Feature Reporter/Weather Anchor** Knoxville, TN

- Host of "Tennessee Traveler," a weekly segment celebrating East Tennessee's characters and traditions.
- General assignment reporter.
- Morning and weekend weather anchor.

## EDUCATION

Bachelor of Science [BS], Communications, University of Tennessee, Knoxville,TN

## AWARDS

- Fifteen Regional Emmy Awards for exceptional work in advertising across SW region
- Five Telly Awards for excellence in local advertising across multiple categories
- Five American Advertising Federation Awards Phoenix Chapter celebrating the creative spirit
- Five Promax Awards honoring outstanding achievement in local television marketing and promotion
- Two AZIMA TIM awards [AZ Innovation Marketing Assoc] recognizing successful digital marketing campaigns

## COMMUNITY AND INDUSTRY INVOLVEMENT

**Valley Youth Theatre, Board of Directors, Chair** Phoenix, AZ

Youth development teaching leadership, self-confidence, work ethic, and leadership. To inspire young people across the Phoenix area to be the best they can be through a wide variety of performing arts opportunities.

- Lead board meetings, engage board members, partner with and support theatre management.
- Launching a new theatre building phase to be completed by 2030.
- Fundraising, stewardship, board recruitment, and leadership.

**Tempe Diablos Charities, Chair, PR & Mrktg, Past Pres.** Tempe, AZ

Non-profit, volunteer organization of business professionals focused on a mission to enhance the community of Tempe, Arizona. This is accomplished by providing leadership and resources that create worthwhile opportunities, especially for youth, education, and families in need.

- Active member.
- VP Charities Foundation - reinvesting monies into the community through a robust grants program.
- Fundraising, community ambassador, and community engagement.

**American Advertising Federation, Phoenix Chapter** Phoenix, AZ

Encouraging advertising leaders to elevate Phoenix as a top market for talent and exceptional work with members engaging in advertising standards, education, government relations, and hosting events like the ADDY Gala Awards.

- VP 2022-23
- Fundraising, organization recruitment, and awards support.

**Tempe Leadership, Class XXXII** Tempe, AZ

To attract, develop, educate, and empower individuals through adult and youth leadership programs and to make a positive impact in the community. To engage and challenge one another, learn more about the ins and outs of Tempe and, most importantly, make a real difference in our community.