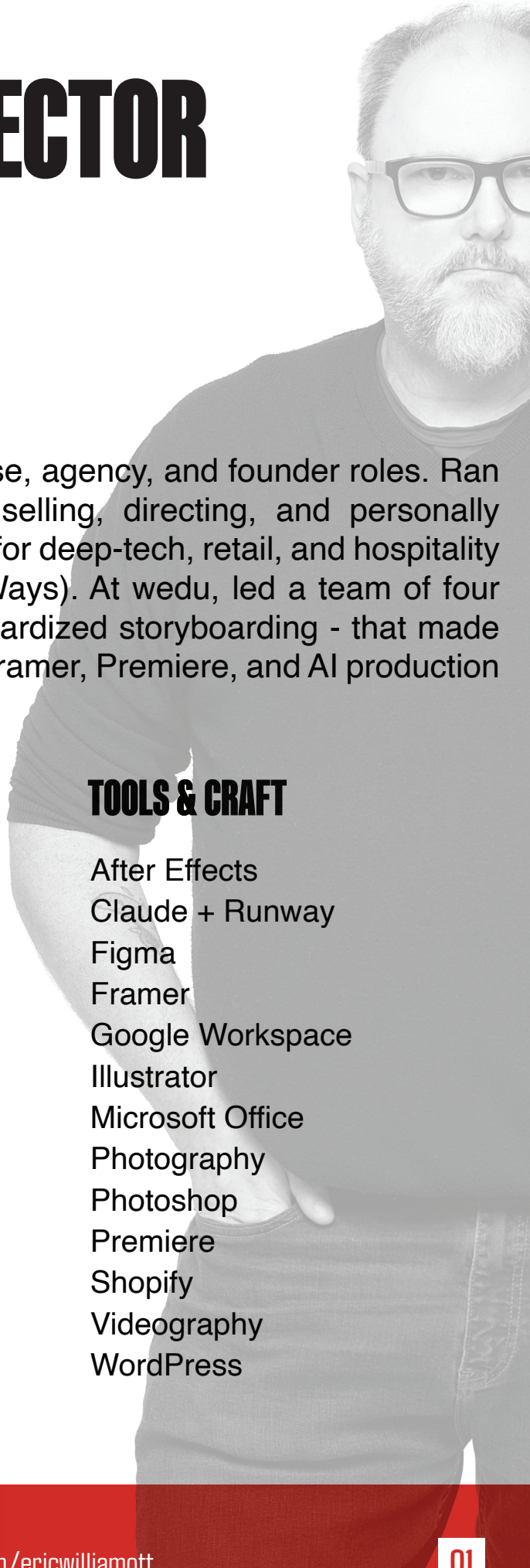
ERIC WILLIAM OTT

CREATIVE DIRECTOR



SUMMARY

25+ years in creative leadership across in-house, agency, and founder roles. Ran my own studio, HiFiSPIN, for nine years - selling, directing, and personally producing brand, web, video, and photography for deep-tech, retail, and hospitality clients. Award-winning work (Telly, W3, StateWays). At wedu, led a team of four and built the systems - Figma migration, standardized storyboarding - that made delivery repeatable. Hands-on daily in Figma, Framer, Premiere, and AI production workflows.

AREAS OF EXPERTISE

- Team Leadership & Mentorship
- Executive & Client Relationships
- Project & Budget Management
- AI Production Workflows
- New Business Development
- Vendor Management & Contract Negotiation
- Video Production & Storyboarding
- Web & Digital Experience

TOOLS & CRAFT

- After Effects
- Claude + Runway
- Figma
- Framer
- Google Workspace
- Illustrator
- Microsoft Office
- Photography
- Photoshop
- Premiere
- Shopify
- Videography
- WordPress

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ERIC WILLIAM OTT

PROFESSIONAL EXPERIENCE

HiFiSPIN, Dover, NH
Founder & Creative Director

2017 -Present

Founded and scaled an independent studio serving technology, medical, consumer, and nonprofit clients - delivering brand strategy, video, web, print, and photography. Owned the full business: lead generation, client closing, vendor management, and contract negotiation.

- Built the entire marketing pipeline for Sheaumann Laser, a vertically integrated U.S. laser diode manufacturer: designed and coded the WordPress site, set up the HubSpot database and lead process, shot photography and video, and designed trade show collateral and booth presence.
- Delivered brand development and video work for Metalenz, a metasurface optics startup, translating photonics research into a story commercial partners could act on.
- Ongoing creative direction for clients including CLDZ (cannabis), AVE (smart-home technology), NicaLove (nonprofit), Sonny's Tavern (hospitality), and RAWZ (pet nutrition): brand systems, websites, and video campaigns from concept through delivery.
- Delivered work for Heine USA (training videos, product reveals), cannabis brands (digital branding, packaging design), consumer e-commerce (WordPress builds), and medical clients including prosthetics company Cornell.
- Composed original jingles for the NH Gives campaign and podcast clients; launched the Creative Misfits Club brand and HiFiSPIN newsletter to build thought leadership and audience reach.

ERIC WILLIAM OTT

PROFESSIONAL EXPERIENCE

wedü, Manchester, NH
Creative Director

2022 - 2024

Directed creative strategy and execution for client campaigns at a digital marketing agency, supervising a team of four while maintaining hands-on production across print, digital, and web - billing 25-30 hours weekly in production alongside leadership responsibilities.

- Directed creative from graphics to video production for the New Hampshire Liquor Commission's Holiday Bonus Card program; the work won the StateWays Award for Best Retail Innovation, selected among 17 state-controlled liquor industries nationwide.
- Led the transition from Sketch to Figma, reducing project completion time by 25%, and trained the creative team on the new toolchain to speed adoption.
- Built standardized storyboarding templates in ClickUp, cutting project timelines and making execution consistent across the creative team.
- Directed an international brand shoot in Ireland, filming on-location whiskey tastings and selection with the client's marketing lead - managing the travel production end to end.
- Mentored the social media team on data-driven content strategies, raising engagement and brand awareness across multiple client accounts.
- Led client-facing meetings and executive sessions with the CEO and VP, delivering projects on budget without losing creative quality.

ERIC WILLIAM OTT

PROFESSIONAL EXPERIENCE

HEINE USA Ltd. (HEINE Optotechnik), Dover, NH
Creative Director 2010-2017 - Systems Manager 2003-2010
Web Administrator 2000-2003

2000 - 2017

Recruited to build the company's first website; progressed from IT leadership to Creative Director, overseeing design and production of all marketing materials - brochures, catalogs, trade show displays, and multimedia - while managing IT systems, vendors, budgets, and digital strategy.

- Designed, architected, and implemented the company's first multi-language website (ColdFusion and SQL), tailoring design and functionality for global viewers.
- Trained the Germany team to manage and translate website content, serving as the international marketing resource for teams in Australia, Canada, and Germany.
- Co-developed proprietary CRM and RMA systems, achieving $100K+ in cost savings and reducing dependence on external IT vendors.
- Built customer-facing web applications for B2B clients, improving user experience and integrating CRM capabilities; introduced new digital marketing technologies that widened market share.
- Kept brand messaging and visual communication consistent across all channels while introducing workflow efficiencies that improved project schedules and asset allocation. Mentored a marketing assistant to scale creative output.
- Named Employee of the Year with consistent achievement of annual goals.

ERIC WILLIAM OTT

CREATIVE DIRECTOR

EDUCATION

Manchester Community College (formerly New Hampshire Technical College), Manchester, NH

Associate Degree, Graphic Design and Marketing

AWARDS & CREATIVE ACCOMPLISHMENTS

- StateWays Award - Best Retail Innovation, NH Liquor Commission Holiday Bonus Card program (selected among 17 state-controlled liquor industries nationwide).
- Telly Award - 2023 New Hampshire Liquor Commission - Training Recruit Video
- W3 Award - 2023 CLDZ Website
- Employee of the Year, HEINE USA
- Spotlight on the Arts Awards, The Portsmouth Herald - Best Singer/Songwriter (2012); Favorite Band (2009).
- Original music: multiple record releases; jingle composition for NH Gives and Seniority Authority Podcast.