



OTTO &
FRIENDS



Who's **Otto**?

Otto is our Shih Tzu/Cairn Terrier mix who we rescued in 2015. He makes us happy, comfortable and feel at home.

We named our company after him because we want our clients and collaborators to feel the same way when they work with us.

Otto & Friends is an LGBTQ- and female-owned full-service public relations, digital marketing and branding agency.

Communicating to your audience with the big picture in mind can transform the way they interact with your brand. Every interaction they have with you informs their opinion and behavior.

Our expertise helps you shape and guide these interactions by combining the human experience with the technical tools available to create one resonant voice that is uniquely yours, whether it's on social media, in the press or IRL.



We are proud to be an LGBTQ- and female-owned Tier 1 + Tier 2 supplier.



What We Do Is What You Need



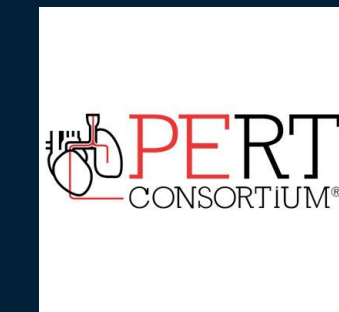
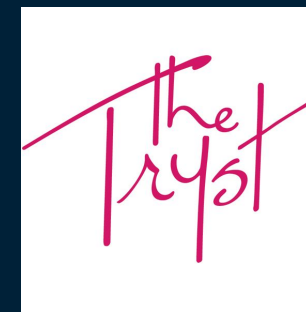
[Learn more about
What We Do](#)



Client Roster: Past + Present

Ad Council
American Theatre Wing
ART SMART
Autism Speaks
Bilingual Bebe
BroadwayWorld
Buffalo Maritime Center
Coastal Aviation Group
The Dragon Wagon
FDR Four Freedoms Park
Gazillion Bubble Show
Goethe-Institut New York
Guidance From Gratitude
Higharc
Invisible North
Jason Mitchell Kahn & Co.
Little Dipper Farm
Lordstown Motors
Marriott International
Merchants Fleet

MISTR
Motto
OnePlus
Onward: A Post-Breakup Concierge
Open Squash
The PERT Consortium
Poured Candle Bar
Queerencia
Revactin
Royal Caribbean International
Straight Forward: A New Musical
True Colors United
The Tryst Beachfront Hotel
The Tylt
Vanguard Theater Company
VERS — gay bar nyc
VideoOut
Virgin Voyages
YITTY



"I've never seen an agency try to outdo us on our expectations. Usually it's the other way around! You guys are **the smartest agency we work with.**" – Marriott International

"It was a pleasure to work with Whitney, Ryan, and their team as part of LMC's fast-paced start-up program. **Their guidance and perspective was consistently on point.**" – Lordstown Motors

"Ryan and team are **collaborative, creative partners and allies in arms that put the work first,** leading to happy clients and allowing us all to have a little fun along the way." – 160over90 | A Global Creative Agency

"Mark, Whitney, Eric, and Ryan quickly became an extension of our team. Working with O&F is **a true partnership rooted in transparency, trust, and friendship.**" – The PERT Consortium™

"Working with O&F was **a truly collaborative and inspiring experience.**" – Buffalo Maritime Center

"Whitney, Mark, and Ryan are all **genuine humans who are really good at listening and making you feel comfortable** in a process that can be overwhelming." – Little Dipper Farm

Client Experience



AUTHENTICITY

When we work and live as our authentic selves, we uncover valuable perspectives and truths from our experiences and communities.

TRANSPARENCY

True authenticity leads to transparency. We encourage our clients to be completely open with us. As your advocates and confidantes, we promise to do the same.

COLLABORATION

On a foundation of authenticity and trust, we work side-by-side with you, every step of the way, to help you achieve your goals.

BALANCE

Work-life balance is embedded in our company culture. We come to the table energized, focused and ready to achieve your goals.





Ryan Hallett

Chief Executive Officer

17 years of comms + marketing experience with consumer, nonprofit, travel, entertainment, and purpose driven clients at global and boutique agencies, as well as in-house.

Ryan is training for marathons three & four – his first Chicago and second NYC.

ryan@ottoandfriends.com

[linkedin.com/in/theryanhallett](https://www.linkedin.com/in/theryanhallett)



Whitney Creighton

Chief Strategy Officer

23 years of marketing + digital strategy experience in commercial theater, nonprofit, and experiential spaces. Trained + certified Sprout Social Agency Partner.

Whitney is a music aficionado and a 30+ year fan of the band Phish.

whitney@ottoandfriends.com

[linkedin.com/in/whitneycreighton](https://www.linkedin.com/in/whitneycreighton)



Mark Seeley

Chief Digital Officer

15 years of digital marketing + analytics immersion across industries including nonprofit, entertainment, and consumer products. Trained + certified Sprout Social Agency Partner.

Mark has seen 300+ Broadway shows – his favorite is Sweeney Todd (2006).

mark@ottoandfriends.com

[linkedin.com/in/mdseeley](https://www.linkedin.com/in/mdseeley)



Let's Get To Work

Otto & Friends is equipped to work in a variety of ways. Whether you are a start-up, a growing small business or a non-profit organization, we can tailor our working relationship to achieve your goals.

RETAINER

Building brand awareness is a long game. Setting up your company for long-term success does not happen overnight. A monthly retainer can include everything from our full slate of public relations and digital services to an "à la carte" menu that is best suited to meet your needs.

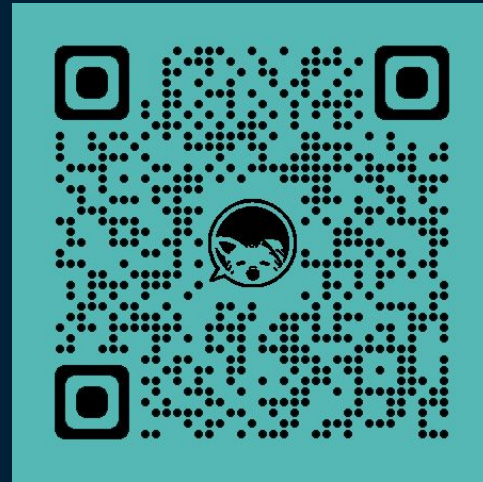
PROJECT-BASED

For the capabilities and skills your company may not have in-house, or to supplement and support your in-house efforts, we can be a solution. If you have a specific need in the life of your business (e.g., task, event, milestone moment), we can strategically activate around it to get attention and gain traction.

CONSULTATION

Consider us your on-call, how-to expert! For as little or for as long as you need, our team can guide, teach and support you by acting as advisors to ensure your brand's success.





Scan this QR code or
visit ottoandfriends.com/success-stories



[@ottoandfriends](#)

