

MINTZ+HOKE

Mintz + Hoke Promotes Motti Zaretsky to Senior Motion Designer

AVON, Conn. (Dec. 16, 2024) – Mintz + Hoke, New England’s Immersively Different advertising agency since 1971, is proud to announce Motti Zaretsky’s promotion from Motion Design to Senior Motion Designer.

“Sure, Motti’s on top of his game when it comes to motion design—not to mention editing, drone piloting and whatever else we ask of him,” said Sean Crane, Chief Creative Officer. “But it’s the intangibles that really set him apart, including his infectious energy, enthusiasm and curiosity about everything we do on a daily basis.”



Motti Zaretsky, Senior Motion Designer, at Mintz + Hoke’s office in Avon.

Motti’s positive attitude and tenacity for his craft are prevalent from the moment someone meets him. He turns every task into a fun adventure, constantly lifting everyone around him. His motion design expertise has played a key role in bringing the agency’s clients’ stories to life and setting them apart. Motti will continue bringing his thought leadership and innate curiosity to the table in his new role.

“Mintz + Hoke has been like a family to me. I feel support and encouragement each and every day. I love what I do and the people I do it with!”

Motti and his wife recently bought a house in West Hartford, where they look forward to creating lifelong memories. He is a foodie at heart—always on the hunt for the spiciest

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chicken wings in the area. And naturally, he dabbles in his craft outside working hours as well, flying his drone and producing lifelike creations from his 3D printer.

Motti holds a Bachelor of Fine Arts degree from the University of Hartford.

Connect with him on [LinkedIn](#).

About Mintz + Hoke

Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the Hartford Business Journal. Connect with them at www.mintz-hoke.com and follow them on [Facebook](#), [LinkedIn](#), [X](#) and [Instagram](#).

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