



S U M M A R Y

I'm an award-winning, passionate, strategic creative leader. A real roll-your-sleeves-up, hands-on, big idea kind of guy with a track record of innovation and success in brand building and bottom-line results through general, direct and experiential marketing for B2B, B2C clients. I stand ready to deliver on the client's brand promise through integrated executions across all channels.

WORK HISTORY

FIS/Fidelity Information Services

January 2017 to present

GLOBAL CREATIVE DIRECTOR

- Lead global creative team on omnichannel creative, marketing projects
- Responsible for campaign initiatives across multiple lines of business in financial tech sector
- Deliver on brand's "Digital First" mission statement

UPGRADE 2015 to 2016

CREATIVE DIRECTOR, OWNER

- One-man agency servicing tech, financial and beauty brands

GES/Global Experience Specialists - 2007 to 2015

V.P. CHIEF CREATIVE OFFICER & EXECUTIVE CREATIVE DIRECTOR

- Led creative teams while managing and creating work for brands such as Bell Helicopter, P&G Pet Care (IAMS, Eukanuba), NASA, National Safety Council, 3M, TOTO and Pfizer to name a few
- Activated global brands via integration of experience design and creative advertising, all supported by an all-encompassing "big idea" platform
- Responsible for internal and external integrated marketing efforts at GES
- Supervised the organization's re-branding and repositioning in the marketplace
- Initiated a brand planning creative brief process, producing holistic strategies across all design and marketing disciplines
- Effectively brought marketing and CRM teams together to produce successful campaigns in all media channels
- Conceived, produced and directed many award-winning films for integrated campaigns

RAPP 1995 to 2006

V.P. GROUP CREATIVE DIRECTOR

- Led creative teams while managing and creating work for clients such as Toyota, Sony PlayStation, Adobe Systems, Best Buy, Direct Energy, Travelocity and Hyatt Hotels. Partnered with Client Services and Planning in strategy development and implementation.
- Launched highly successful PlayStation loyalty initiatives, including the PlayStation Underground and PlayStation Gamer Advisory Panel. Managed and produced creative content for award-winning PlayStation Underground CD magazine.
- Led loyalty and advocacy creative marketing efforts for Hyatt's Gold Passport program.
- Coordinated with international Omnicom offices to ensure concepts for Adobe Systems campaigns translated culturally in overseas markets
- Responsible for Toyota's first-ever foray into Relationship Marketing by introducing client and agency to Variable Digital Printing allowing client to cost-effectively segment customers
- Integral to starting up Rapp Collins' cost-saving, in-house digital studio that helped streamline functions previously done by outside vendors. Directly involved in placing manager and talent to run studio, set up digital asset management processes and protocol
- Lectured at New York University's Masters' program for three years



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