



PROFILE

I'm an award-winning, passionate, strategic creative leader. A real roll-your-sleeves-up, hands-on, big idea kind of guy with a proven track record of innovation and success in brand building and bottom-line results across all channels, from traditional print and TV to social and mobile as well as experiential. I stand ready to deliver on the client's brand promise.

EXPERIENCE

Agency Creative

June 2019 to present

SVP EXECUTIVE CREATIVE DIRECTOR

Managed and mentored creative team while elevating the creative output for brands such as:

- TGI Fridays
- Million Air Dallas
- Green Chile Food Company
- Salience
- Ferrini
- Methodist Southlake Hospital

FIS/Fidelity Information Services

January 2017 to March 2019

GLOBAL CREATIVE DIRECTOR

- Lead global creative teams 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

Agency servicing beauty, experiential, financial and tech brands

GES/Global Experience Specialists/EG

2007 to 2015

EXECUTIVE CREATIVE DIRECTOR & V.P. CHIEF CREATIVE OFFICER

Activated global brands via integration of experience design and creative advertising, all supported by an all-encompassing "big idea" platform. Brands served:

- 3M
- Bell Helicopter
- P&G Pet Care - IAMS, Eukanuba
- NASA
- TOTO
- Pfizer

RAPP

1995 to 2006

V.P. GROUP CREATIVE DIRECTOR

Led creative teams while directing and creating work for brands such as:

- Toyota
- Sony PlayStation
- Best Buy
- Hyatt Hotels
- DirecTV
- Busch Entertainment
- Direct Energy



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