



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.



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EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

Warren Douglas Advertising

Feb 2020 - Present

- Built Creative team from the ground up through recruiting efforts across social media, job boards, and Colleges
- Mentor and train my team through various programs
- As part of the Executive Team provided oversight for all agency functions beyond the Creative Department
- Work with the Business Development Team to pitch and win new business accounts
- Provide effective bottom line results for all clients through holistic data-based informed solutions
- Manage production across both photo and video studios as well as third-party agency partners
- Client projects across omnichannel tactics for integrated campaigns from digital marketing, and broadcast, to traditional and social media, etc.

Brands served:

- BRIANNAS
- Dickey's BBQ at Home
- Rug Doctor
- Caboodles
- Antuit
- Ortho-Q
- Acclaim Physician Group

SVP EXECUTIVE CREATIVE DIRECTOR

Agency Creative

March 2019 - Feb. 2020

- Managed and mentored the creative team while also coordinating and managing freelance contractors.
- Managed throughput of in-house photo studio
- Elevated creative output and produced award-winning work for brands such as:
 - TGI Fridays
 - Million Air Dallas
 - Ferrini USA
 - Methodist Southlake Hospital
 - Salience
 - Green Chile Food Company

GLOBAL CREATIVE DIRECTOR

FIS/Fidelity Information Systems

Jan. 2017 to March 2019

- Lead global creative teams (Belgium, India, Netherlands, the UK, and the US.) for omnichannel campaigns across multiple lines of business in financial tech sector
- Align with objectives and goals of key stakeholders around the globe, Australia, India, Switzerland, the UK, and the US.
- Deliver on the brand's "Digital First" mission statement
- Execute annual Events/Trade shows in the US and abroad through experiential activations, exhibits, and marketing efforts to support pull-through strategy.

PRINCIPAL/CHIEF CREATIVE OFFICER

Halcyonic

2015 - 2016

Agency servicing beauty, experiential, financial and tech brands

EXECUTIVE CREATIVE DIRECTOR & V.P. CHIEF CREATIVE OFFICER

GES/Global Experience Specialists/EG

2007 - 2015

Activated global brands via integration of experience design and creative advertising supported by an all-encompassing "Big Idea" platform.

Brands served:

- 3M
- NASA
- Bell Helicopter
- Pfizer
- Procter & Gamble Pet Care - IAMS, Eukanuba
- TOTO
- Hansgrohe

V.P. GROUP CREATIVE DIRECTOR

Omnicom - Rapp

1995 - 2006

- Built best-in-class creative team through recruiting efforts nationally
- Presented to key brand stakeholders
- Managed loyalty & advocacy programs for brands
- Initiated the Digital Studio. Hired staff and developed workflow processes. Became a self-sustaining revenue stream for the agency.
- Initiated first ever Variable Digital Printing program for clients
- Lectured at NYU's Master's Program
- Developed many award-winning campaigns and efforts for brands such as:

- Toyota
- Sony PlayStation
- Best Buy
- Hyatt Hotels
- DirecTV
- Busch Entertainment
- Travelocity
- Direct Energy
- Bank of America
- Adobe Systems