TRANK LAUDO

CREATIVE DIRECTOR



PROFILE

I'm an awardwinning, passionate, strategic creative leader. A real rollyour-sleeves-up, hands-on, big idea kind of guy with a proven track record of innovation and success in brand building and bottomline 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

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

SVP EXECUTIVE CREATIVE DIRECTOR **Agency Creative**

March 2019 - Feb. 2020

-Managed and mentored the creative team while also coordinating and managing freelance contractors.

Green Chile Food

Company

-Managed throughput of in-house photo studio

-Elevated creative output and produced awardwinning work for brands such as:

- TGI Fridays Salience
- Million Air Dallas
- Ferrini USA
- Methodist Southlake Hospital

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.

- 3M
- NASA
- Bell Helicopter Pfizer
- - 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:

Busch Entertainment

Travelocity

Direct Energy

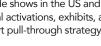
Bank of America

Adobe Systems

- Tovota
- Sony PlayStation
- Best Buy
- Hyatt Hotels
- DirecTV

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- - Care IAMS, Eukanuba

Procter & Gamble Pet

- Brands served: