

FRANK | LAUDO

C R E A T I V E D I R E C T O R



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, successfully driving growth through innovative campaigns spanning CPG product launches, experiential, traditional print and broadcast to the entire digital spectrum. I stand ready to deliver on the client's brand promise.

CREATIVE DIRECTOR

Thrive - Jan. 2023 - Present

Strategic Creative Transformation: Lead agency's creative shift, enhancing market image and setting new excellence standards across traditional print and broadcast, CPG, and digital media.

Global Leadership and Mentorship: Manage global creative team, fostering mentorship and collaboration.

Strategic Partnership and Business Development: Cultivate strategic partnerships, driving new business opportunities.

Studio Performance Leadership: Optimizing production efficiency across photo and video studios. Directing seamless operations to enhance content creation sophistication and output quality.

A few of the brands served:

- Jan-Pro
- Simply Organic
- Omni Blue
- Green Pasture
- Prince of Peach Ginger
- Correct Toothpaste
- XS

EXECUTIVE CREATIVE DIRECTOR

Warren Douglas Advertising

March 2019 - Dec. 2022

Strategic Team Building: Built a creative team, enhancing agency growth through strategic recruitment and collaboration.

Executive Team Oversight: Oversaw agency functions, ensuring seamless operations and effective executive team collaboration.

Strategic Business Development: Secured new accounts, including key CPG brands, driving business growth through strategic pitches with development teams.

Data-Informed Client Success: Delivered client success with data-driven solutions, achieving measurable business impact.

Efficient Production Management: Managed production seamlessly across photo and video studios, as well as with external agency partners, ensuring efficiency and excellence.

Omni-channel Project Leadership: Spearheaded creative strategies, fostering team growth and client success. Led omni-channel campaigns, driving measurable results and agency expansion.

A few of the brands served:

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

GLOBAL CREATIVE DIRECTOR

FIS/Fidelity Information Systems

Jan. 2017 to March 2019

Global Omni-channel Leadership: Led global creative teams across five countries, enhancing brand consistency and engagement.

Stakeholder Alignment Worldwide: Aligned with stakeholders worldwide, ensuring strategic goals were consistently met.

Brand's Digital-First Mission: Executed 'Digital First' initiatives, boosting digital engagement and brand visibility.

Experiential Event Excellence: Organized international events and trade shows, driving significant audience interaction.

PRINCIPAL/CHIEF CREATIVE OFFICER

Halcyonix - 2015 - 2016

Founded a boutique agency renowned for delivering transformative creative solutions to beauty, CPG, experiential, and financial brands, consistently setting new industry standards of strategic excellence.

A few of the brands served:

- Mary Kay Cosmetics
- National Safety Council
- L'Oréal
- MicroAccounting

EXECUTIVE CREATIVE DIRECTOR & V.P. CHIEF CREATIVE OFFICER

GES/Global Experience Specialists/EG
2007 - 2015

Revolutionized global brand engagement by orchestrating a seamless fusion of cutting-edge experience design and innovative creative advertising. This approach, anchored by a visionary "Big Idea" platform, transcended conventional boundaries and redefined industry paradigms. The result: unparalleled brand resonance and measurable market impact across diverse sectors, cementing our position as trailblazers in the experiential marketing landscape.

A few of the brands served:

- 3M
- Procter & Gamble Pet Care
- NASA
- IAMS, Eukanuba
- Bell Helicopter
- TOTO
- Pfizer
- Novo Nordisk
- L'Oréal



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V.P. GROUP CREATIVE DIRECTOR

Omnicom - RAPP - 1995 - 2006

Premier Creative Team Building: Orchestrated the construction of a best-in-class creative team through strategic national recruitment efforts, catalyzing a powerhouse of unparalleled talent.

Strategic Omni-channel Integration: Orchestrated and presented compelling omni-channel strategies to key brand stakeholders, seamlessly integrating traditional media (broadcast, print, direct mail), CPG initiatives, and digital platforms. This holistic approach fostered impactful connections, drove strategic alignments, and maximized brand reach across diverse consumer touch points.

Strategic Loyalty & Advocacy Management: Spearheaded the management of loyalty and advocacy programs for brands, ensuring enduring connections and sustained brand allegiance.

Innovative Digital Studio Initiative: Pioneered the establishment of the Digital Studio, strategically hiring top-tier talent and devising innovative workflow processes. This initiative not only became a lucrative revenue stream for the agency but also conferred a distinct competitive advantage in acquiring new business.

Groundbreaking Variable Digital Printing Program: Initiated and successfully implemented the first-ever Variable Digital Printing program for clients, introducing groundbreaking flexibility and customization.

Esteemed Academic Lectures at NYU: Delivered lectures at NYU's Master's Program, sharing expertise and insights to shape the next generation of industry leaders.

Leadership in New Business Pitches: Led the creative charge in new business pitches, playing a pivotal role in securing and on-boarding new high-profile accounts.

Award-Winning Campaign Development: Crafted numerous award-winning campaigns and efforts for illustrious brands, consistently setting industry standards for creativity and innovation.

A few of the brands served:

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