

FRANK | LAUDO

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

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I made a bet early in my career: the best creative work doesn't just look good, it changes how people feel about a brand. I'm still winning that bet. 50 industry awards. Campaigns for Sony PlayStation, NASA, L'Oréal, FIS, Bell Helicopter, Hyatt, Toyota, and Adobe. I've led creative teams of 30+ across four continents, built departments from scratch, multiple times, and pioneered VR/AR in experiential marketing. High standards. Memorable work. Measurable results.

C O R E E X P E R T I S E

Creative Direction · Art Direction · Brand Strategy · Campaign Development · Integrated Marketing
Experiential Marketing · Content Strategy · Digital Marketing · Video Production · Creative Leadership
Team Leadership · New Business Development · Loyalty Programs · VR / AR · Storytelling · Creative Strategy

E X P E R I E N C E

Creative Director

Thrive Internet Marketing Agency

Jan 2023 - Present

- Lead the creative vision and output for a full-service digital marketing agency serving brands across multiple verticals
- Lead a distributed international creative team across conceiving, design, video, and content production, driving cohesive brand output across time zones and markets
- Built and scaled the agency creative department, establishing standards for ideation, production quality, and cross-functional collaboration
- Partner with strategy, media, and account teams to develop integrated campaigns that drive measurable brand awareness and client growth
- Lead creative pitches and new business development, translating client objectives into compelling, differentiated creative concepts
- Mentor and develop creative talent, fostering a culture where bold ideas are expected and craft is non-negotiable

- 2026 Gold Telly - REV02 Social Video Campaign
- 2026 Silver Telly - REV02 Social Video Campaign
- 2025 Silver Telly - Aisle Planner Branded Content / General Explainer

Executive Creative Director

Warren Douglas Advertising

Mar 2019 - Dec 2022

- Brought in to reposition a local agency as a creative powerhouse, rebuilt the creative department from the ground up and elevated the quality of work across every account
- Conceived and directed BRIANNAS Fine Salad Dressing's first-ever national brand campaign
- Provided creative direction across brand campaigns, websites, landing pages, paid media, and social
- Managed production across in-house photo and video studios and third-party partners, maximizing margins without sacrificing quality
- Partnered with Business Development to pitch and win new business

- 2022 Silver Telly Award - BRIANNAS Fresh-Picked Perfection - Online Commercial
- 2022 Silver Telly Award - Dickey's BBQ At Home - Social Video
- 2022 Silver Fort Worth ADDY - BRIANNAS Fresh-Picked Perfection - Internet Commercial
- 2022 Silver Fort Worth ADDY - BRIANNAS Avocado Oil Launch - Internet Commercial
- 2022 Bronze Fort Worth ADDY - Caboodles - Lifestyle Still Photography
- 2022 Bronze Fort Worth ADDY - Dickey's BBQ At Home - Social Media Campaign

Global Creative Director

FIS / Fidelity Information Systems

Jan 2017 - Mar 2019

- Led global creative for one of the world's largest fintech companies, overseeing brand campaigns, integrated marketing, and experiential activations across multiple lines of business and international markets
- Directed a global creative team of 16-30 across Belgium, India, the Netherlands, the UK, and the US, aligning creative vision and quality standards across time zones and cultures
- Developed award-winning brand campaigns across multiple fintech lines of business, from retail banking to institutional financial services
- Led creative strategy and execution for major US and international trade shows and experiential activations

- 2018 Platinum Marcom Award - RISE - Integrated Marketing Campaign
- 2018 Platinum Marcom Award - Flavors of Fast - Digital Media Website
- 2018 Platinum Marcom Award - Where Banking Meets Life - Digital Media Website

Principal / Chief Creative Officer

Halcyonic

Jul 2015 - Jan 2017

- Founded and led a boutique creative agency serving clients across Beauty, Financial, and Technology sectors
- Built and managed a lean, high-output creative team operating with startup agility and top-tier craft standards
- Conceived and produced the "I Can _____" campaign for Mary Kay, articulating the brand's empowerment positioning
- Managed all agency operations: client relationships, creative process, team leadership, and business development

Executive Creative Director

GES / Global Experience Specialists

2010 - Jul 2015

- Led creative direction for one of the world's largest experiential marketing companies, overseeing brand storytelling, activations, and emerging technology integrations for a blue-chip client roster
- Directed a creative team of 16-30 across simultaneous large-scale activations and campaigns
- Pioneered VR and AR in live brand experiential activations, establishing GES as an innovator in emerging event technology
- Developed positioning to establish GES in the permanent installation category, expanding the company's service offering
- Led the rebranding of Exhibitgroup/Giltspur post-merger, managing creative continuity across the combined entity
- Delivered campaigns for Bell Helicopter, NASA, L'Oréal/Dermablend, P&G Petcare, 3M, Pfizer, IDEXX, TOTO, Fuji, and the National Safety Council

- 2014 Gold ABA Stevie Award - Dermablend/L'Oréal Zombie Boy Wedding
- 2014 Gold Expo Digital Excellence Award - L'Oréal Made for Each Other - Email Campaign
- 2013 Gold Videographers Award of Excellence - IDEXX Interactive Video
- 2012 Gold MarCom Award - Bell Helicopter Product Launch
- 2012 Gold ABA Stevie Award - Bell Helicopter - Marketing Campaign of the Year
- 2012 Silver ABA Stevie Award - IDEXX - Marketing Campaign of the Year
- 2014 Silver ABA Stevie Award - GES Art & Science of Engagement
- 2013 Ex Award - Bell Helicopter Best Trade Show Campaign
- 2013 ABA Stevie Award - IDEXX Video-Meeting Modules
- 2014 SIZZLE Award - GES Art & Science of Engagement
- 2015 Silver Videographers Award of Distinction - Zero G Special Event Film
- 2015 Bronze Telly Award - GES Zero G - Non-Broadcast Live Events

VP / Chief Creative Officer

Exhibitgroup / Giltspur

2007 - 2011

- Recruited to build the creative function from the ground up, establishing the standards, team, and strategic framework that redefined the agency's creative output
- Built and led a creative team of 16-30, hiring for culture and developing an award-winning department
- Initiated the agency's first-ever Creative Brief process and trained account teams across the global network
- Developed an end-to-end pull-through marketing strategy anchored by a big idea platform, setting a new paradigm for experiential activations
- Delivered campaigns for Bell Helicopter, NASA, L'Oréal, P&G Petcare (IAMS, Eukanuba), 3M, Pfizer, IDEXX, TOTO, Fuji, and the National Safety Council

- 2011 Gold EX Award - P&G IAMS/Eukanuba - Integrated Campaign

- 2011 Gold REGGIE Award - P&G IAMS/Eukanuba - B2B
- 2010 ABA Stevie Award - P&G IAMS/Eukanuba - Integrated Campaign
- 2010 SIZZLE Award - P&G IAMS/Eukanuba - Integrated Campaign
- 2010 American Veterinary Exhibitors Association - P&G IAMS/Eukanuba - Exhibit of the Year
- 2009 ABA Stevie Award - EG Ebro - Online

VP Group Creative Director

Omnicom / RAPP

1995 - 2006

- Led creative for Sony PlayStation's first-ever loyalty and advocacy program, the PlayStation Underground, including a bi-monthly CD Magazine played directly on the console, building the brand's customer database from zero
- Directed creative for the Hyatt Gold Passport loyalty program, developing campaigns that grew membership year over year
- Pioneered Toyota's first Variable Data Printing (VDP) program, enabling precision-targeted sales promotions at national and local scale
- Founded the agency's Digital Production Studio, built the team, designed the workflow, and turned it into a new revenue stream and new business differentiator
- Established Direct Energy as a credible new market entrant through award-winning broadcast creative, increasing conversions year over year
- Lectured at NYU's Master's Program for two consecutive years
- Brands served: Sony PlayStation, Hyatt Hotels, Toyota, DirecTV, Best Buy, Adobe Systems, Travelocity, Direct Energy, Bank of America

- 2004 Cannes Lion - Direct Energy Diner - TV
- 2000 DMA International Echo - DM
- 1998 London International Advertising Awards - Sony PlayStation
- 1998 & 2001 New York Festivals International Print - Sony PlayStation
- 2004 Silver Telly Awards (x4) - Direct Energy & Centrica
- 2002 Adweek Technology Marketing Awards (x2) - Adobe Systems
- 1995-1997 DMA Echo Awards - Sony PlayStation, Hyatt Hotels & World Vision
- Dallas TOPS, PIA Premiere Print, Dallas ADDYs & more

R E C O G N I T I O N

50 Industry Awards

Cannes Lions · London International Advertising · New York Festivals · Telly Awards · REGGIE · DMA Echos · ABA Stevies · Marcom Awards · EX Awards · Dallas ADDYs · Fort Worth ADDYs

T H O U G H T L E A D E R S H I P

Guest Lecturer, NYU Master's Program

Two consecutive years shaping the next generation of creative leaders

Chair & Judge, American Business Awards (Stevie Awards)

Helped set the standard for marketing and creative excellence at one of the most recognized business award programs in the world

Judge, DMA International Echo Awards

Evaluated the industry's most effective data-driven marketing campaigns for the discipline's most prestigious honors