

FRANK T. RUSSO

19 Lindsey Place • Holbrook • NY • 11741
212.233.7446 • Frank.T.Russo@gmail.com

OVERVIEW

Digital Creative Director / PM / Producer with experience in effectively leading creative resources to achieve measureable results for both B2B & B2C brands. Developed offline and online marketing concepts and strategies that illuminate client brand ideas - coordinating efforts of strategists, artists, developers, writers and client team members to bring conceptual marketing programs to life.

EXPERIENCE

Digital Creative Director ▪ Creative Image ▪ New York, NY ▪ September 1991 - Present

- 2004-present: increased revenue double-digits annually for Sigma-Tau HeathScience, an international pharmaceutical & raw materials company. Focus on B2C manufacturers interested in incorporating client's patented ingredients into their formulations
- Manage co-branded campaign between The Vitality Group (health promotion program) and Apple Watch. Digital executions included microsite, banner campaign and email blast campaign
- Managed all aspects of First Data Corp, a Fortune 100 company's Revenue Sharing Alliance Program marketing account that included multiple campaigns, and tactics, such as print and digital (microsites, banner advertising, mobile marketing), and direct mail
- Managed direct mail & digital marketing programs for credit card processing div of 42+ bank partners including Citibank, SunTrust & Wells Fargo. Focus on lead gen and merchant acquisition
- Successfully managed Becker CPA Review account, div of DeVry, Inc, on a national level, including tactics, print, web, and direct mail. Increased revenue by 20% in first year and 15% in second year
- Created and executed digital engagements, accurately scoped projects, defined project requirements and utilized success metrics
- Manage multiple specialists including Developers, Designers, Creative Strategists, Marketers, and Information Architects

Creative Director ▪ Scarlet Heifer ▪ New York, NY ▪ May 2010 - July 2014

- Serve as Associate Creative Director working with multiple specialists and interdisciplinary project teams (includes, Developers, Designers, Creative Strategists and Marketers)
- Responsibilities included creative direction, design and layout for various brands including The Bronx Zoo, ING Bank and the Wildlife Conservation Society

Art Director/Designer ▪ Topline Advertising ▪ Islandia, NY ▪ June 1989 - August 1991

- Responsibilities included creative direction, design and layout for various brands including Neil Automotive Group, Ski Stop and The Karate Shop

SKILL SET

B2C, B2B Creative Direction/Project Management, Business Strategy, Operations Management, Creative Exploration, Digital Marketing (SEO, PPC, Email Marketing), UI & UX, CMS Management (Adobe Business Catalyst, WordPress and Magento), Adobe Creative Cloud

EDUCATION

Long Island University C.W. Post
Communications Major: Advertising and Design
1985 - 1989