

Francis George

brandvolume.com | linkedin.com/in/francisgeorge
Durham, NC | (919) 886 2376 | francis@brandvolume.com

SUMMARY STATEMENT

Senior-level Creative Director, proven experience in driving revenue for multimedia organizations through digital marketing, strategy development and program excellence. A record of leading teams from concept development to execution of emotionally involving, and strategically sound marketing programs that brings results across print/web/video. Extensive advertising agency and client side experience, including Apple and LexisNexis.

- Creative Direction
- Marketing Communications
- Interactive Advertising
- B2B and B2C
- Copywriting
- Art Direction
- Brand and Visual Identity
- Adobe Creative Cloud

PROFESSIONAL EXPERIENCE

Brandvolume.com, Durham, NC

Director of Creative Services

Jan 2016-present

- Self-employed creative direction, copywriting, design and Wordpress website development.

LexisNexis, Raleigh, NC

Jan 2015-Jan 2016

Senior Content Producer, Litigation

- Lead copywriter for interactive and digital content, social media, and corporate communications for Global 2000 company that makes technology tools used by law firms.
- Saved creative dept. over \$14,000 in budget by supervising design and direction of creative for all print and interactive content due to staff shortage.
- Increased click-through rate 5-8% on landing pages and inbound marketing due to revamped creative.
- Collaborated with product marketing team to create brand guidelines for 7 products.

The Republik Advertising, Durham, NC

2001-2004, 2009-2014

Founder/Creative Director

- Managed creative team consisting of 2 art directors and 2 designers.
- Orchestrated all creative output of agency, transforming strategic direction into creative positioning and brand strategy while growing clients' business and winning dozens of awards.
- Qualified and supervised all outside photographers, printers, illustrators, video producers, actors, user experience designers, contractors, web designers, etc.
- Directed all copy messaging for all accounts and departments around brand strategy.
- Led agency's new business team, secured dozens of invitations to pitch local companies, plus national clients such as Mercedes-Benz, Olympus, Gibson, and The Discovery Channel.

Apple Inc., New York, NY, Cupertino and San Francisco, CA

Mar 2004 - 2008

Mac Genius (Customer Service/Training) + Marketing Communications Producer

- Served on Apple mentor team responsible for training and orienting all new employees.
- Supervised / coached 63 new hires for opening the 5th Ave. flagship store in Manhattan.
- Consistently #1 or in top 5% of Apple Genii's sales metrics.
- Designed system that tests 24 iPods at a time, which was profiled for worldwide adoption.
- Taught classes in theater about Apple software and technology.
- Collaborated with Founding Apple Retail team to design layout and fixtures for European stores.
- Worked with legal, creative and strategic teams to enforce brand's verbal and visual guidelines.
- Collaborated with CompUSA Regional Directors to improve Apple channel marketing.
- Analyzed recurring direct marketing campaigns with Interactive team.

Albanese + Lutzke Golf Course Design, Plymouth, MI **2003-2008**
Director of Marketing Consultant

- Worked with Principals to create a unified brand and visual image for the golf course designs worldwide
- Analyzed B2B market trends, consulted company on innovative ways to target new markets.
- Supervised photography, design, and writing for company's print, collateral, and websites

Taproot Foundation, San Francisco, CA | New York, NY **2006-2008**
Brand Strategist

- Led re-branding team that included an account director and two marketing managers for Contra Costa Ombudsman, a senior citizens' advocacy near San Francisco.
- Developed new brand positioning and messaging strategy resulted in donations rising 25% from the previous year, and a 230% increase in volunteer retention.

ADDITIONAL RELEVANT RESOURCES

TBWA | Chiat | Day | BBDO | DMBB, New York, NY **1999-2001**
Freelance copywriter

- Consulted with ad agencies and clients nationwide on creative concepts and web development. Clients included AT&T, Coca Cola, and Hyatt Hotels.

Kirshenbaum Bond & Partners, New York, NY **1998-1999**
Senior Copywriter

- Wrote radio & TV spots for agency's flagship clients, including Rockport, Target, and Liberty Mutual.

EDUCATION

Bachelor of Arts (B.A.) Journalism, University of North Carolina at Chapel Hill
Post Graduate Certificate, Copywriting. Portfolio Center, Atlanta, GA

COMMUNITY | PROFESSIONAL INVOLVEMENT

Founder, Manager, Guitarist, Keyboardist, *Voices Carry*, 2011-present, Durham, NC

- Played in rock and roll cover band, while managing all shows, contracts, merchandise.
- Wrote and designed all social media and websites, while booking 2-3 shows every month.

Instructor for *Dave Ramsey's Financial Peace University*, 2015, Durham, NC

- Led two classes focused on financial responsibility at local church.
- In one year, 25 attendees saved over \$175,000 and paid off over \$500,000 in debt.

Golf Instructor, Swingpals, Durham, NC, 2014
Volunteered as mentor and golf coach for children facing adversity in the community.

Golf Instructor, The First Tee, Durham, NC, 2015
Worked with underprivileged children in Durham, teaching them about golf and life's values.

Guest Lecturer, Duke University Fuqua School of Business, Durham, NC, 2003
Reviewed and analyzed marketing roles with Duke MBA students.

Guest Lecturer, Creative Circus, Atlanta, GA., 2003
Held portfolio workshops with aspiring writers, designers, art directors, and photographers.

Guest Marketing Consultant, University of North Carolina at Chapel Hill, 2001-2003.
Graded and critiqued upper-class advertising majors on their semester long marketing projects.