

Francis George

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SUMMARY STATEMENT

Senior-level Creative Director / Art Director / Copywriter with 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 Suite

PROFESSIONAL EXPERIENCE

Patent Forecast, Durham, NC

Director of Creative & Marketing

Apr 2017 - present

- Created verbal and visual brand identity for a B2B software company in Durham, NC, including design of company logo, all writing, design and coding of company website and collateral
- Managed a team of content producers, resulting in over 30 paid monthly subscribers
- Directed all inside sales and business development initiatives, resulting in 400% increase in leads

LexisNexis, Raleigh, NC

Jan 2015 - Jan 2016

Senior Copywriter, Litigation

- Created brand guidelines for 7 products with product marketing team
- Supervised design and art direction for all print and interactive content, saved dept. over \$14,000

The Republik Advertising, Durham, NC

Jun 2009 - Jul 2014

Creative Director / Senior Writer

- Orchestrated all creative output of agency, transforming strategic direction into creative positioning and brand strategy while growing clients' business and winning over 55 local and regional awards
- Managed internal team of 2 art directors and 2 designers; qualified and supervised all outside photographers, printers, illustrators, video & web producers, actors, contractors, etc

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

Mar 2004 - Apr 2008

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

- Coached 63 new hires for opening the 5th Ave. flagship store in Manhattan
- Ranked in top 5% of all Apple Genii's sales metrics
- Designed system that tests 24 iPods at a time, which Apple profiled for worldwide adoption
- Taught 3 classes in theater about Apple software and technology
- Teamed with 3 Apple Retail original founders to design layout and fixtures for European stores
- Collaborated with 12 CompUSA Regional Directors to improve Apple channel marketing
- Analyzed 8 metrics across weekly direct marketing campaigns with Interactive team

Taproot Foundation, San Francisco, CA | New York, NY

Nov 2005 - Dec 2006

Brand Strategist

- Developed new brand positioning and messaging strategy resulted in donations rising 25% from the previous year, and a 230% increase in volunteer retention

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*, Feb 2011- Dec 2016, Durham, NC

- Played in rock and roll 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, Jan 2015 - Dec 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