

SUMMARY

I have worked with various advertising, financial, beauty, and pharmaceutical (medical) agencies, in presentation, production, and graphic design, digital marketing and communications, art direction, project management and more. I look to bring my various experience, skills, and knowledge to work within your organization.

— Authorized to work in the US for any employer.

EXPERIENCE

MyMediGoals.com (NY) – Senior Artist / Designer (Medical Advertising)

03/2019 to 11/2019

Responsible for the creation of web banners (static and animated) for Instagram, Facebook Advertising, and various platforms.

Programs Used: Adobe Illustrator, Photoshop, and After Effects.

The Law Office of Caroline Stephenson (NY) – Senior Web Designer (Blog & Content Creator)

02/2016 to 10/2019

- Created the website ForImmigrationRights.com. I'm also responsible for creating web and social media content.
- Manages Facebook advertising for promoting legal services and announcements of upcoming streaming shows.
- Currently the moderator and video producer of "For Immigration Rights with Caroline Stephenson Live" streaming on Facebook.
- Created a series of videos promoting and discussing legal matters on YouTube.

Programs Used: Adobe Illustrator, Photoshop, Wordpress, Wirecast, Facebook Live, Microsoft Word, HTML, CSS, Javascript, JQuery.

Novae (Miami FL.) – Senior Artist / Designer – Prezi (Financial Tech)

07/2019 to 08/2019

Short-term special project. Hired to create interactive dynamic Prezi Presentations incorporating audio/video, dynamic animation, and narration for a Financial/Insurance Tech company. This is a remote position.

Programs Used: Adobe Illustrator, Photoshop, Google Suite, Prezi, Keynote, and Powerpoint.

OPTYMUS PHOTOGRAPHY (NY) – Marketing Director / Senior Graphic Designer

01/2012 to 10/2019

Lead Photographer, designer, and marketing director. Also created newsletters and social media campaigns. Established SEO/SEM analytical functionalities and database management. Utilized Pay Per Click and Facebook Advertising for promotional growth.

Programs Used: Adobe Illustrator, Photoshop, Adobe LightRoom, After Effects, Mailchimp, Constant Contact, Google Analytics, Pay Per Click, Sketch, DAM (Digital Access Management), Google Suite, HTML, CSS, Wordpress, CMS, CRM, MS Word, Excel, Powerpoint, Prezi, and Keynote. Also created and printed artwork for large format signage. This is a remote position.

MARKETING • DESIGN • WEB • SOCIAL MEDIA

- Managed yearly marketing budget, billing, vendor procurement, and event management.
- Maintained customer and business databases using Microsoft Excel, and PHP.
- Using CRM cloud software like Salesforce Pardot and Hubspot. Creating A/B email testing.
- Maintained branding and concise look and feel across projects.
- Strong analytical, written, and verbal communication skills. A creative thinker with copy writing experience.
- Produced innovative designs and execution of successful projects involving print, web, digital, animated presentations.
- Lead photographer producing high quality images for wedding, concert, product launches, and events.
- Proven experience in visual design systems, including print, packaging, and web.
- Lead demand generation, focusing on the development, growth, marketing, and long-term relationships between brands and potential buyers. Further enhancing and promoting the brand and services of various clients
- Created marketing solutions for clients using social media, interactive digital and print advertising.

*I worked with this company as a consultant while working at Eneslow Pedorthic Enterprises, Inc. full time.

CRAFT/MCCANN (NJ) – Lead Prezi Presentation Designer (Advertising Agency)

02/2018 to 02/2018

Short-term special project. I was hired to create an interactive and dynamic Prezi Presentation utilizing Adobe Illustrator files incorporating audio/video, dynamic animation, and narration. Converted Illustrator files to SWF for correct builds imported to Prezi.

Programs Used: Adobe Illustrator, Photoshop, Prezi, Keynote, and Powerpoint.

ENESLOW PEDORTHIC ENTERPRISES, INC. (NY) – Marketing Director / Art Director

06/2006 to 12/2014

Lead the team in Omni-channel marketing creating brand awareness to businesses, customers, and the medical community in a highly competitive market. Lead designer providing creative direction via web, print, and digital materials. Web and social media strategist utilizing SEO, SEM, Google Analytics and more for market forecasts and placement.

MARKETING • DESIGN • WEB • SOCIAL MEDIA

- Held brand strategy meetings with client, team, and senior leaders in the strategic direction and growth of the brand (placement, events, social media strategies).
- Lead all marketing efforts in the development of brand priorities and strategic directions while ensuring project briefs / timelines were developed to exceed expectation that deliverables were met and communicated effectively.
- A creative thinker with copy and content writing experience.
- Responsible for yearly marketing budget, billing, vendor procurement, and event management.
- Strong analytical, written, and verbal communication skills.

- Developed and designed print brochures, proposals, medical booklets, documentation, and other print collateral using InDesign, Illustrator, Photoshop. Created written copy and content for various projects. Flight-checked all projects for printers for final production.
- Created and edited presentations in PowerPoint, Prezi, Adobe Captivate, Camtasia, and Keynote.
- Managed DAM for images, creating templates, for sales pitches, educational training, lectures and symposiums for Eneslow Pedorthic Institute, Inc.
- Communicated and worked with cross functional teams to ensure the development and execution of promotional marketing strategy (kits, accessories, event management, locations, budgets).
- Created advertising campaigns for print and digital web ads and microsites (front-end design, backend configuration, attributes, database and inventory).
- Created and managed Eneslow's newsletters, email blasts, and direct mail campaigns for marketing and brand initiatives.
- Brand ambassador and supporter for various products and vendors.
- Created and edited video for social media and in-store advertising for Eneslow.com, microsite AskTheEneslowPedorthist.com, and social media platforms, including Instagram, Twitter, Facebook, Pinterest, YouTube, and LinkedIn.

Programs Used: Adobe Illustrator, Photoshop, Adobe LightRoom, After Effects, Final Cut Pro, Mailchimp, Constant Contact, Google Analytics, Pay Per Click, Sketch, DAM (Digital Access Management), Kodak Press 8, Google Suite, HTML, CSS, Wordpress, CMS, CRM, MS Word, Excel, Powerpoint, Prezi, and Keynote. Also created and printed artwork for large format signage.

LYONS LAVEY NICKEL SWIFT, INC. (Agency) - Graphic Designer - Pharma (NY) 02/2006 to 06/2006

- Produced comps, layout and design for printed materials such as reports, medication treatment plans, inserts. Clients featured Pfizer, Eisai, Daiichi Sankyo and Jazz Pharmaceuticals.
- Developed and retained brand knowledge (colors, logos, master artwork, style, etc.) of products at the agency and a working knowledge of client processes and procedures.

Programs Used: Adobe Illustrator, Photoshop, Indesign, Quarkxpress, Flash, Excel, and Kodak Prinergy for final output.

GREY HEALTHCARE (Agency) – Graphic Artist (NY) 08/2005 to 02/2006

Produced comps, layout and design for printed materials like annual reports, medication treatment plans, inserts, signage and point of purchase displays

Programs Used: Adobe Illustrator, Photoshop, Indesign, Quarkxpress, Flash, and Excel.

COLUMBIA-PRESBYTERIAN HOSPITAL – Graphic Artist (NY) 2005

Involved in the creation of graphics for web-based projects. Photo retouching using Adobe Photoshop, Dreamweaver, and Imageready.

DEL LABORATORIES - Art Director (NY) 03/1999 to 5/2001

- Created POP displays, signage, packaging, web, and print advertising for Sally Hansen, Naturistics and Coty products.
- Design and implement interactive presentations using PowerPoint, and Persuasion to create marketing and sales presentations. Provided consultation and equipment set-up (MAC/IBM).
- Web/Marketing Design - adhering to the brand style guide to create e-mail, graphics, marketing material, etc.

Programs Used: Adobe Illustrator, Photoshop, Indesign, Quarkxpress, Excel, and Kodak Prinergy for final output.

ESSENCE MAGAZINE - Graphic Design & Editorial Production/Consultant (NY) 1998 - 2002

My duties entailed editing and creating page layouts, style, and formatting in Adobe InDesign. Photoshop, Quarkxpress was used for color correcting and production of magazine and final output to printers. Proofreading and editing editorial copy as needed throughout the production process.

Programs Used: Adobe Photoshop, Indesign, and Quarkxpress.

ATLANTIC RECORDS - Desktop User Support/Migration Roll Out Specialist (NY) 1998 - 2000

- On-call desktop support providing upgraded hardware and software on desktops, servers, printers, and mobile devices.
- Responded to user request for technical support via phone, in-person, and remotely (VNC, Team Viewer, RDP)
- Responsible for adding, removing, and modifying users and devices in Active Directory.
- Provided technical documentation to end users on how to configure and use various software and hardware.

DEPOSITORY TRUST COMPANY/DTCC - Video/Audio & Graphic Designer (NY) 1999

Created graphics, animations for online video and cd/dvd authoring. Edited sound-bytes for various outputs (mpeg, aiff, wav, avi, etc.).

I have worked with various advertising agencies, financial, packaging, pharma, magazine, and additional assorted clients up to 2019.

Positions were held with FULL COMPETENCY showcasing various skills as a graphic designer, project manager, project coordinator, assistant art director, presentation designer, prepress and post production. These positions are supported with degrees, certifications, and hands-on experience.

ADVERTISING AGENCIES: Grey Advertising, Foote, Cone, Belding (FCB), Medallion Associates, Rainbow Media, Sherman Advertising, CCM, Bozell Inc. Tower Advertising.

PHARMACEUTICAL: Pfizer Pharmaceutical, Grey Healthcare, Eneslow Pedorthic Inc. and WebMD (formerly Medscape).

FINANCIAL: TIAA-CREF, Coopers and Lybrand, Ernst & Young, PriceWaterhouse, Bankers Trust, Citicorp, Citibank, Beiderman, Kelly & Schafer.

MUSIC COMPANIES: Warner Brothers Music, Atlantic Records.

BEAUTY & PACKAGING: Sally Hansen Cosmetics, Revlon, Revlon International, Footlocker, DKNY, Tommy Hilfiger, and Footlocker.

MAGAZINES/CATALOGS PUBLICATIONS: Baron Financial News, FORTUNE Magazine, Newport News, SELF Magazine, TIME, Essence Magazine, US News, Ikea, Condé Nast Publications.

NEWSPAPERS: New York Times, Wall Street Journal, New York Post, New York Daily News, Sun Sentinel, Miami Herald.

TELEVISION/CABLE: VH-1, MTV, Women Entertainment, Cablevision, and CBS.

ADDITIONAL SOFTWARE / SKILLS

Microsoft Office: Microsoft Word, Microsoft PowerPoint, Excel, Outlook, Microsoft Access, and Microsoft Project.

Presentations: PowerPoint, Apple Keynote, Prezi, and Director. Including animation, audio and video narration, pitchbooks.

Video: Adobe After Effects, Adobe Premiere, Final Cut Pro, QuickTime Pro, Adobe Prelude, Adobe Encore.

Print/Production: Adobe Creative Cloud Photoshop, InDesign, Illustrator, Flash, Acrobat, Fireworks, Dreamweaver & Quarkxpress. I also provided flight-checking of projects involving printing server/programs/queues like Markzware Flightcheck, Customer's Canvas PreFlight, Acrobat, Canon Fiery, Kodak Prinergy, Kodak Press 8.

Professional Photography: Canon EOS systems/Nikon D-Series digital/HD video cameras and lenses; retouching,

Web Development: HTML, CSS, Intermediary JavaScript, jQuery, MySQL, and PHP to build various websites. Managing CRM's like Salesforce Pardot, Hubspot, Adobe Campaign, and CMS like Magento, WordPress, Adobe Scene7/AEM and Drupal. Creating html email blasts, newsletters, web banners for marketing purposes, advertising, and lead generation tools for Social Media (Facebook, Twitter, Pinterest, various blog sites). Additional apps include Canva, Invision Studio, Sketch, for rapid prototyping.

- Designed front-end of ecommerce and business websites. Worked on the back-end databases, managed server-side operations.
- Email Blasts created using iContact, Constant Contact/Mailchimp, implemented SEO practices, Google Analytics, and Web Banners.

EDUCATION / CERTIFICATIONS

Scrum Fundamental Certified / scrumstudy.com

Certificate ID: 608291

2017

Six Sigma Yellow Belt / 6sigmastudy.com

Certificate ID: 588864

2017

Project Management Institute / PMI.org

Member ID: 4143942

2015

Technical Institute of America, New York

Certification of Completion in Project Management Professional (PMP)

2015

Noble Desktop, New York

Certification in PHP, MySQL, JavaScript, and JQuery

2013

Art Institute of Fort Lauderdale - Fort Lauderdale, FL

Bachelor of Arts: Marketing and Visual Communications

1994

Associate of Applied Science: Graphic Design and Visual Communications

1991

Borough of Manhattan Community College - New York, NY

Coursework in Business, Management and Communications

1986

School of the Visual Arts - New York, NY

Illustration and Design, and Photography.

1982

Visit my portfolio at <http://www.dannfrancis.tech>. References available upon request.
Available to work with you on your most challenging projects.

