



# IZZY FRANCO

CREATIVE DIRECTOR

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973.723.5095

## SUMMARY

A champion of big, campaign-able ideas, I am an NJ Ad Club award-winning Creative Director & experienced Art Director. I specialize in creative direction, brand strategy, and video production for B2B and B2C clients that range from book publishers and consumer-packaged goods to hospitals and state-run lotteries. With a passion for collaboration and a charismatic presentation style, I've helped win accounts and designed sales-converting solutions for industry leaders like Scholastic, New Jersey Lottery, Weichert, Mike & Ike and Altec Lansing

## LINKS



WEBSITE:  
ismaelfranco.com



REEL:  
youtube.com/theizzyfranco



SOCIAL:  
linkedin.com/in/izzyfranco

## AWARDS

NJ Ad Club Jersey Awards Show:  
Best of Show, multiple Gold and Silver awards.

## EDUCATION

School of Visual Arts  
Graphic Design Major

## REFERENCES

Available upon request

## FREELANCE

- **ON-AIR GRAPHICS DESIGNER**  
CNBC, ENGLEWOOD CLIFFS, NJ
- **ART DIRECTOR**  
BRAND KITCHEN, MORRISTOWN, NJ
- **ART DIRECTOR**  
WEICHERT REALTORS, MORRIS PLAINS, NJ
- **SOCIAL MEDIA DESIGNER/PRODUCT PHOTOGRAPHER**  
ATHLETIX, FORT LEE, NJ

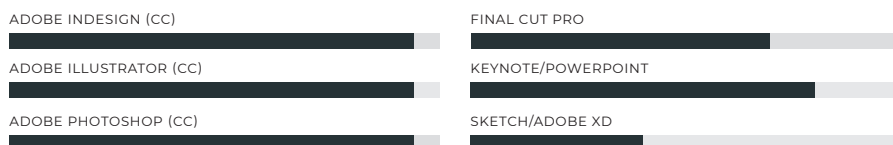
## WORK

- **ASSOC. CREATIVE DIRECTOR**  
S3 AGENCY, BOONTON, NJ / 01-19 – 05/19
- **CREATIVE DIRECTOR**  
SCHOLASTIC, NEW YORK, NY / 07/12 – 01/19  
Some notable accomplishments:  
Cross-trained the print and digital design teams in order to increase the operational efficiency and bandwidth within the teams, reduced late fees by over 44k in the first year and later to 100% on-time delivery of assets with no late fees incurred.  
Redesigned and oversaw the execution of the Classroom Bonus Catalog which has seen a 16% year over year revenue increase for three years running.  
Creation of the Book Boys video series for the JudyNewmanAtScholastic.com blog, which introduces children to various KidLit in fun engaging short form video.
- **DIRECTOR, INTERACTIVE | DIGITAL SERVICES**  
BRUSHFIRE INC, CEDAR KNOLLS, NJ / 08/03 – 07/12  
Some notable accomplishments:  
Designed and collaborated with the team that increased New Jersey Lottery sales 5% in the first year Brushfire handled the account, five years later, sales had increased by \$271 million.  
Worked on the digital and print campaigns that yielded an incredible return on investment of nearly 330% for the New Jersey Division of Taxation's 2009 Tax Amnesty Program  
Member of the new business pitch team that won clients such as NJ Lottery, NJ Travel & Tourism, Altec Lansing, mPower Tech, Affinity Credit Union and Partagas Cigar

## SKILLS



## SOFTWARE





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## CREATIVE SAMPLES

Portfolio available upon request

### NJ LOTTERY

The NJ Lottery website was designed with a focus on providing two main pieces of content, the winning numbers and jackpots (what got them there) as well as engaging content (that kept them there). That also included the NJ Lottery's first mobile app.



Website

Mobile app

### MIKE & IKE

Getting the word out about the "FRUCHEWY" flavors of both Mike and Ike Original Fruits and Mega-Mix meant bringing the message about the BIG flavors out to the consumer with fun impactful graphics



Out-of-home

Instagram post

### ATHLETIX CBD OIL

More than just a facelift, but a total brand look and feel was required, this was a very rewarding project tha allowed me to bring to bear a few of my design skills sets to bear, as well as product photography.



Instagram post



Instagram story



Product photography