



# IZZY FRANCO

CREATIVE DIRECTOR

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## CAREER SUMMARY

An experienced Creative Director (Art) with a proven track record in Brand Strategy, Video Production, and delivering Sales-Driven Solutions for a diverse clientele. Some notable clients: Scholastic, New Jersey Lottery, Weichert, Mike & Ike, Altec Lansing, Biogen, Pfizer, Sanofi, and AstraZeneca.

## RELATED WORK EXPERIENCE

- CREATIVE DIRECTOR** 12/2020 – Current (Full-time)  
 PRECISIONVALUE, GLADSTONE, NJ  
**Key Achievements:**  
**Orchestrated Successful Product Launches:** Spearheaded strategic creative efforts with internal/external stakeholders, steering market-access decision maker materials from inception to meticulous medical legal review, culminating in their final release for widespread distribution.  
**Crafting Impactful Market Access Resources:** Identified and addressed client marketing challenges with precision, crafting resources tailored to meet their strategic objectives. Delivered visually-striking materials across multiple channels, amplifying their market impact.  
**Driving New Business Success:** Led creative endeavors in numerous new business pitches, instrumental in clinching victories for the agency's growth trajectory.
- CREATIVE DIRECTOR** 07/2012 – 01/2019  
**SENIOR ART DIRECTOR** 07/1996 – 06/2003  
 SCHOLASTIC, NEW YORK, NY  
**Key Achievements:**  
**Improved Operational Efficiency:** Revolutionized the company's workflow by expertly cross-training both print and digital design teams, leading to a substantial surge in productivity and capability. This groundbreaking initiative slashed late fees by an astounding 44k in the inaugural year alone, culminating in a flawless track record of on-time deliveries with zero late penalties incurred.  
**Transformative Catalog Overhaul:** Lead the creative overhaul and execution of the Classroom Bonus Catalog, resulting in an extraordinary 16% year-on-year revenue surge over three consecutive years. This strategic maneuver not only revitalized the catalog's appeal but also cemented its position as a revenue-generating powerhouse.  
**Innovative Short-form Video Series:** Trailblazed the creation and production of the immensely popular "Book Boys" short-form video series showcased on the JudyNewmanAtScholastic.com blog. This pioneering series revolutionized children's literature engagement by presenting a diverse array of KidLit in a captivating and entertaining format, leaving an indelible mark on their reading journeys.
- DIRECTOR, INTERACTIVE | DIGITAL SERVICES** 08/2003 – 07/2012  
 BRUSHFIRE INC, CEDAR KNOLLS, NJ  
**Key Achievements:**  
**Increased New Jersey Lottery Sales:** Orchestrated the conceptualization and execution, driving an impressive 5% surge in New Jersey Lottery revenues within Brushfire's maiden year of account management. This monumental achievement burgeoned over five years, culminating in an astounding \$271 million augmentation in sales.  
**Unprecedented ROI Campaign:** Pioneered groundbreaking digital and print initiatives that yielded an unprecedented return on investment (ROI) of nearly 330% for the New Jersey Division of Taxation's 2009 Tax Amnesty Program. This monumental triumph underscores the unparalleled effectiveness of our strategic approaches and creative prowess.  
**Client Acquisition Triumphs:** Played an integral role in clinching prestigious clients such as NJ Lottery, NJ Travel & Tourism, Altec Lansing, mPower Tech, Affinity Credit Union, and Partagas Cigar as part of the new business pitch team. Our triumphs in securing these esteemed partnerships underscore our unrivaled proficiency in client acquisition and our steadfast commitment to delivering unparalleled services.

## FREELANCE

**ON-AIR GRAPHICS DESIGNER**  
CNBC, ENGLEWOOD CLIFFS, NJ

**ART DIRECTOR**  
WEICHERT REALTORS, MORRIS PLAINS, NJ

**SOCIAL MEDIA DESIGNER/PRODUCT PHOTOGRAPHER**  
ATHLETIX, FORT LEE, NJ

**ASSOC. CREATIVE DIRECTOR**  
S3 AGENCY, BOOTON, NJ

**ART DIRECTOR**  
BRAND KITCHEN, MORRISTOWN, NJ

## LINKS

 **WEBSITE:**  
ismaelfranco.com

 **VIDEO REEL:**  
youtube.com/theizzyfranco

 **SOCIAL:**  
linkedin.com/in/izzyfranco