

# Michael Franzese

Ideaologist

idea-ol-ogist:(n.) a person(s) dedicated to the discovery and development of unique ideas and design

## experience

### **Franzese Ink**

March 2006- Present

Freelance Art/Creative Director

Responsible for the design, development and production of communications, advertising, and strategic brand messages for clients including, but not limited to CDW, Lorna's Laces, Mia Tavola, Communication Science, and Care Guide. Also assisted advertising agencies and design studios such as EuroRSCG, Creative Guru and Bosco Productions

### **CorbettAccel Healthcare Group**

Jan. 2003- March 2006

Vice President Associate Creative Director

Responsible for the design, development and production of communications, advertising, and strategic brand messages for clients including, but not limited to Alcon, Bristol-Meyers Squibb, King Pharmaceuticals, and Shire

### **Franzese Ink**

August 1998- Jan 2003

Freelance Creative Director

Assisted advertising agencies such as DDB/Chicago, EnergyBBDO, Leo Burnett, USA., Frankel, The Chandler Group, thinktank, and others in the design, development and production of communications, advertising and strategic brand messages for their diverse clients including, but not limited to McDonald's, USG, Emerson Electronics, PepsiCo, Gatorade, Alleve, Motorola, Pfizer, and American Pharmaceutical Partners

### **The Ungar Group**

March 1994- August 1998

Executive Art Director

Responsible for the design, development, and production of communications, advertising and strategic brand messages for clients including, but not limited to Newell-Rubbermaid, Helene Curtis, Edward Don and Co., WMAQ News Radio, Sanford, and The American Hardware Manufacturers Association

### **BBD0/Chicago**

Jan 1986-March 1994

Senior Art Director

Responsible for the design, development and production of advertising and strategic brand messages for clients including, but not limited to Wm. Wrigley Jr. Co., Alberto Culver, Jim Beam Brands, and Brooks Athletics

## awards

The Rx Club - The RX Club Show honors the creative aspects of pharmaceutical product advertising and promotion on the national and international level

ADDY Awards

The Telly Awards