

Jon Franz

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Creative Director & Brand Builder

Accomplished creative communicator with a proven track record in the communication arts. Brings broad perspective, insight and leadership to brand and marketing communications through disciplined, strategic thinking and execution. A mentor of talent. A builder of teams. A champion of client relations and communication. A hands-on, in-the-trenches leader who knows what the software does and can make it dance.

Expertise: Creative Strategy • Art Direction • Presentation • Video Story Development & Production • Project Leadership & Management • Design • Illustration • Adobe Creative Suite • Celebration of Good Work

Experience

What To Know, LLC - Atlanta GA

May 2018 - present

Creative Lead and Video Broadcast Producer

Provide this healthcare start-up with creative, design, and communication support. Responsible for producing and directing bi-weekly multi-camera Facebook Live events using Wirecast broadcast software.

Kimberly-Clark Corporation - Roswell GA

2005 - May 2018

Senior Creative Manager

Brand Steward for Kimberly-Clark Professional and seven sub-brands. Responsible for concept through tactical execution of marketing communications within these businesses. Deliverables include print, digital, experiential and video media.

Identified and mentored new creative talent, giving creative direction to larger business initiatives and campaigns, and contributing to the overall creative well-being of the department.

- Designed and operated in-house video production facility and process, saving the company over \$175,000 in the first 24 months of operation.
- An independent audit of the department by The Cella Group estimates that the in-house team of 8 Creatives produces over \$2MM in annual cost-savings to the company – revenue that would have been spent with outside advertising or design agencies.
- Yielded a Communicator Award for Best Rich Media Web Experience

CJ Franz & Associates - Atlanta, GA

2001 - 2005

Owner, Creative Director

Owned and operated design studio producing marketing communication, which including corporate identity programs, packaging graphics, sales collateral, technical illustration, advertising and the design and construction of a full scale 19th century horse-drawn gypsy wagon (a story to be told). Initiated and nurtured all new business leads, including Kimberly-Clark Corporation, Check Free, FBO Systems, Apco, Equip Ministries, Cinevita and MaxMedia.

ATI Graphic Productions, Inc. - Atlanta, GA

2000 - 2001

V.P., Director of Sales and Marketing

Led strategy and implementation of Sales and Marketing for ATI Graphic Productions. Managed a team of 5 Sales Representatives. Wrote, designed and produced all Sales and Marketing literature including a capabilities book which was awarded Best-of-Show at Atlanta's 2001 PIAG Show. Served as liaison between the

sales staff and three production departments to ensure productivity, quality and the on-time delivery of our services.

AHA! Creative Solutions, Inc. - Atlanta, GA

1991 - 2000

Principle / Creative Director

Co-founded AHA!, a graphic design agency. Developed a strong client base including Kimberly-Clark, Coca-Cola, Curtis 1000, Cryovac, BioLab, Southwire, Weyerhaeuser, MedShare and others. Was responsible for developing new business, managing creative work and marketing strategy, account services, financial administration, and managing our outside professional services.

Additional Experience:

Instructor - Portfolio Center, Atlanta, GA

Art Director / Shift Production Manager - Image South, Atlanta, GA

Art Director / Illustrator - Walk Thru The Bible Ministries, Atlanta, GA

Education

Bachelor of Arts, Theology • Tennessee Temple University

Professional Awards

2001 PIAG Best-In-Show Award, ATI Graphic Productions Capability Book and Marketing Literature

2008 Communication Award, for KleenGuard Symbiosis Man website, Rich Media in the B-to-B Category

2008 Kimberly-Clark Marketing Excellence Award for “Sizzle”

2011 Kimberly-Clark Marketing Excellence Award for “Sizzle”

2012 Kimberly-Clark Marketing Excellence Award

2013 Kimberly-Clark Marketing Excellence Award -

2014 Kimberly-Clark Marketing Excellence Award -

Personal Interests

- Being a husband and dad
- All good music
- Shop work
- Videography