

# RICHARD M. FRANK

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## BRANDING EXECUTIVE

### BRAND STORYTELLER WITH 25+ YEARS OF MARKETING LEADERSHIP EXPERIENCE

Brand strategist and consumer storyteller with more than 25+ years of experience building, rebuilding, and managing national and international brands that enjoy a high-level of audience engagement and loyalty. Deep understanding of consumer insights and market trends fuel work that extend market share and inspire action.

- **Brand Development and Management Success:** Have led the successful brand and rebranding efforts for high-level products ranging from CPG to technology to sports, earning international recognition including being named a Top 10 U.S. Business Rebrand as well as Major League Baseball's highest single-year increase in merchandise sales.
- **Strategic Marketing Communications Innovator:** Programs under his leadership have led to outpacing new user acquisition and social media audience growth of much deeper-pocketed competitors as well as outperforming competition in earned media coverage and new business partnership negotiations.
- **Team Leader:** More than 15+ years of team building and management experience in both advertising agency and corporate settings.

### PROFESSIONAL EXPERIENCE

**AccuWeather** – State College, PA

Vice President, Brand Strategy & Creative Services

2011 – 2019

Directed the world's largest weather media company's branding, advertising, marketing, communications, and social media efforts across all consumer-facing business units, including digital apps – with an audience of more than 300 million global users (62% outside the US) – and a cable TV network, available in 26M homes.

- Served as top brand strategist for new marketing initiatives and collaborated with product teams and digital media partners on new media experiences; work which led to a 41% revenue growth and a 67% growth in corporate profitability.
- Directed the creation of a Sonic Branding package, as well as the creation of a family of custom typefaces, for all consumer products and marketing extensions as part of a new 2019 brand refresh.
- Led a corporate-wide rebranding program in 2013, creating new marketing and communications platforms, brand standards, logos, and sales materials templates, helping to produce a 5-year window which saw double-digit percent growth in business revenues each year and earning a Top 10 Rebrand in U.S. Business by Graphic Design magazine.
- Managed a team of 33 marketing professionals in 3 locations, as well as direct consultation with 4 separate design/user experience teams spread worldwide to create effective, efficient, and preferred consumer experiences.

**Baltimore Orioles** – Baltimore, MD

Director of Advertising and New Media

2007 – 2011

Senior Marketing and Branding Consultant

2011 – 2016

Directed the strategic and creative execution of the Major League Baseball team's digital and traditional media campaigns, branding, social media and marketing communications efforts.

- Upon departure of full-time, in-house role, still served as a senior level consultant for strategic planning, advertising, media planning and buying, branding, and promotional efforts, directing the club's marketing efforts club remotely through 5 additional seasons.
- Led extensive market research initiative resulting in new corporate brand positioning programs and multi-year ad campaigns, producing increases in ticket sales and corporate sponsorship revenue, despite losing records on the field.
- Directed the team's 2009 and 2012 rebranding efforts culminating in new logos, uniforms and brand style guides, and resulting in MLB's largest increase in merchandise sales (+89%, 2011 vs 2012) and bringing the team from 23<sup>rd</sup> to 6<sup>th</sup> in overall MLB retail sales rankings.
- Wrote and produced the team's award-winning 2008-2015 TV and radio campaigns.
- Worked in partnership with MLB to direct the content and design of the club's official website and social media pages.
- Worked in conjunction with Corporate Sales, Ticket Sales, Fan Services, Gameday Promotions and Community Relations departments on all brand and corporate partner activation projects.
- Brought the team's creative advertising and media planning efforts in-house under my direction for improved efficiency and results...saving the club more than \$200,000 annually.

## **MGH – Baltimore, MD**

Vice President/Associate Creative Director

1999 – 2006

Directed a 14-person creative department at Baltimore's largest ad agency while writing and directing award-winning work for clients including Papa John's Pizza, Utz Snacks, The Maryland Zoo, Baltimore Symphony Orchestra, Maryland Tourism, St. Agnes Hospital, and Precision Tune Auto Care.

- Led several successful new business pitches, earning the agency more than \$10M in new billings.
- Directed and produced advertising and guerilla marketing campaigns for Utz Snacks that helped the client retain a number 1 market share in Baltimore, Washington, and Philadelphia, as well successful brand launches in Boston, New York and Charlotte.
- Created print and broadcast advertising and guerrilla marketing campaigns for Papa John's Pizza targeted to several professional and collegiate partnerships, while serving as the onscreen talent and voice over actor in all creative work.

## **ENTREPRENEURIAL EXPERIENCE**

### **Frank Creative, LLC**

Owner/President

2011 – present

Provide freelance and contractual marketing, branding, and advertising support for clients including the Baltimore Orioles, Leadership Centre County, Central Pennsylvania Convention and Visitors Bureau, and more.

- Designed the full branding package for the 2018 New York-Penn League All-Star Game, hosted by the State College Spikes, single-A Minor League Baseball affiliate of the St. Louis Cardinals, helping the League raise awareness of the event and generate sold-out attendance
- Crafted and executed marketing communications plans for the National Athletic and Professional Success Academy (NAPSA) earning substantial press and social media hits, inclusion in promotions from the NFL Players Association and NFL Alumni Association, leading to increased attendance at their career training sessions for former pro athletes
- Provide ongoing branding and marketing support for Penn State University LaunchBox business incubator clients including several SAAS and start-up companies including Argolytics, LLC, and Trendable

## **TEACHING EXPERIENCE**

### **Penn State University – University Park, PA**

Adjunct Professor

2018 – present

Teach Advertising Campaign Creative Strategies to undergraduates in the Donald P. Bellisario College of Communications. In addition, give several speeches on campus involving branding, marketing trends, and advertising industry changes.

### **Towson University – Towson, MD**

Adjunct Professor

2006 – 2011

Taught a 300-level advertising course each semester to undergraduates and served as a mentor for incoming communications students. Also, served as the Faculty Fellow for the Towson Tigers NCAA Div. I baseball team.

## **EDUCATION**

### **Penn State University – University Park, PA**

Bachelor of Arts, English

- Graduate, with Distinction, and Member of the Phi Beta Kappa National Honor Society
- Former board member of the College of Communications Advertising and PR Alumni Board

## **HONORS AND AWARDS**

### **CENTRAL PENNSYLVANIA CREATIVE PROFESSIONALS BRACKET AWARDS**

Best in Show – 2017, 2018

Bracket Awards for Creative Advertising – (28 awards), 2015-2018

### **TOP 10 U.S. CORPORATE REBRAND**

Graphicdesign.com – 2013

### **NATIONAL SPORTS FORUM ADchievement AWARDS**

Best Sports Television Advertising – 2010

### **AMERICAN ADVERTISING FEDERATION ADDY AWARDS**

Crystal Prism Award for Outstanding Career Service – 2001

Best in District II (New York City Region) Addy – (13 awards), 1998-2010

Special Judges' Award for Outstanding Comedy Writing – 2005

Best in Baltimore Addy – (80 awards), 1996-2012

### **ADOBE'S AMERICAN GRAPHIC DESIGN AWARDS**

Excellence in Interactive Design – 2006

### **ADWEEK'S ICON AWARDS FOR TECHNOLOGY ADVERTISING**

Bronze – 2000

## **AUTHOR**

### **"DOGGER'S GARAGE BAND: LET'S PLAY TOGETHER"**

My first children's book debuted in 2013 and became an Amazon Top 100 Best Seller in Children's Literature.