

Frank Albanese

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SUMMARY

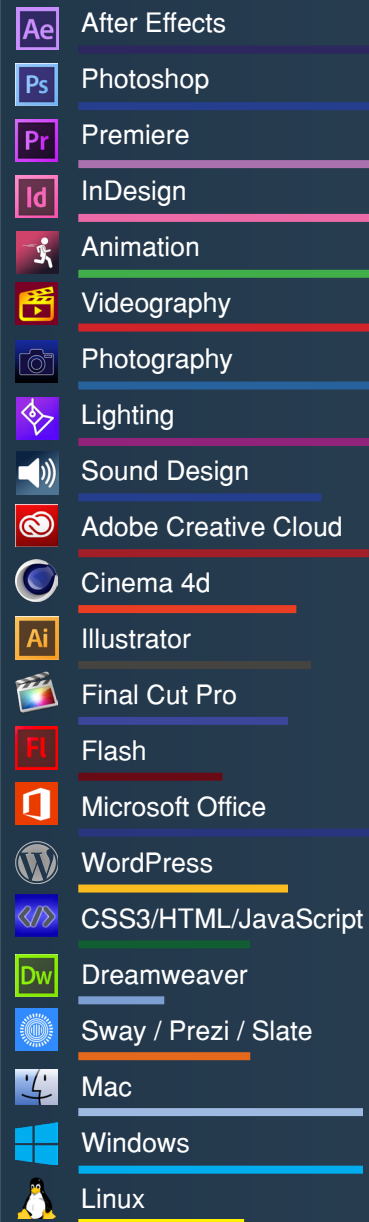
A highly experienced senior motion graphic and multimedia designer, who designs, directs and edits video, short films and animations. Self-driven creative marketer and motivated problem solver helps companies articulate their messages and translate them into identity and creative through a wide variety of media. Received company-wide awards for several high-profile projects.

EXPERIENCE

- Developed concepts, produced, directed, filmed, and edited video content for corporate organizations, including promotional content, sales videos, senior executive communications and product video content within limited time frames.
- Designed and created innovative multimedia videos and presentations for DVD, online, PowerPoint, viral marketing, corporate communications and television on a very limited budget. Saved companies tens of thousands of dollars by avoiding outsourcing. Received a Standing Ovation Award.
- Animated and produced videos that demonstrated products and services for clients and employers such as Cartus, Hubbell Heaters, FYE, Bank of America, American Express, Fryer Machine and 53rd Bank, providing extra value to clients while saving companies thousands of dollars per video.
- Created interactive video greeting cards which allow clients to insert their own photos and copy. Developed promotional videos to market video greetings.
- Provided original digital photography, video, image manipulation and animation for print, online, PowerPoint presentations and webinars.
- Created a Flash interactive online campaign ordering tool to allow clients to design and order printed marketing materials, saving the company more than \$30,000 in external costs.
- Created, designed and maintained corporate websites, intranets, microsites, small business WordPress sites and landing pages that helped increase user enrollments, making them more consistent with company branding, faster to load and easier to navigate, while improving SEO.
- Designed, revised and released email blast marketing efforts that increased customer engagement, incentivized site usage, increased member retention and provided product updates and company news.
- Managed conception and layout of internal design projects including corporate catalogs, sell sheets, white papers, direct mail, marketing campaigns, logo placement, price lists, in-store graphics, packaging, stationery, invitations, advertising layouts and trade show exhibits.
- Created diagrams, infographics, logos and branding for corporate products and services to support messaging initiatives.
- Created Flash animations, animated graphics, banner ads and other interactive artwork.
- Worked closely with account executives, product managers, copy writers and VP of creative services to oversee and enforce corporate branding across all projects, communications and online enrollments. Partnered with IT on hosting and infrastructure issues.



TECHNOLOGY



EDUCATION

Bachelor of Science,
Southern Connecticut
State University
Major - Graphic Design
and Photography

EMPLOYMENT HISTORY

Senior Videographer
& Motion Designer
6/2019 to Present
Anywhere Real Estate/ Cartus
Danbury, CT



Create, concept and manage the on-going production of Anywhere/ Cartus video content. Film senior executives, brokers, clients and others in our Danbury office or on location. Art direct video content creation process from creative brief to storyboard creation and script development to edit to completion. Deliver practical knowledge of video composition principles and techniques such as framing, lighting, optics, perspectives and sound design.

Digital Developer
7/2016 to 6/2019
Hubbell Heaters
Stratford, CT



Responsible for creating all the digital assets for print, web and video. Film and edit product, training, corporate and social media videos. Create digital animations that illustrate how the products function. Create and maintain company's first intranet/extranet. Redesign several company websites. In charge of all corporate and product photography and video.

Creative Director / Consultant
2/2013 to 6/2016
Albanese Consulting Group LLC
Redding, CT

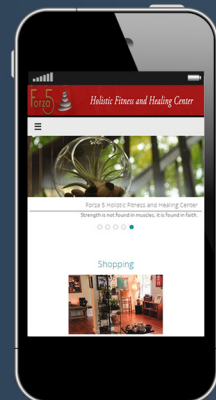
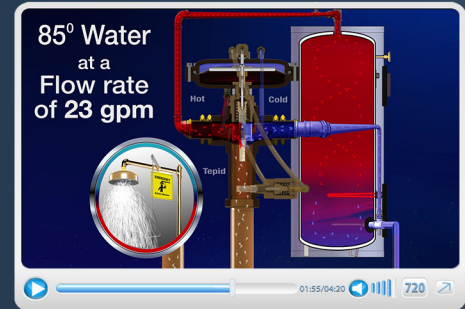


Provide contract internet services for businesses and organizations to create and implement an internet presence. Design and maintain websites, HTML email, graphics, ads, videos and other marketing materials. Clients include: The Affinion Group, Carlson Rezidor Hotel Group, Fryer Machines, Lifereel, Prospectiv, MAZE Labs, Bridgeport Tool & Stamping, World's Fair for Kids, The Golf Channel, Co-Options, The International Institute of CT, H & Y Construction, Arthur Murray Dance Studio, Forza 5 Fitness, Presto Frame Inc. and more.

Senior Multimedia Designer
7/2007 to 2/2013
Affinion Group
Stamford, CT



Provide web design and production of on-line materials for marketing campaigns and membership websites using HTML, CSS and Flash to design web pages, landing pages, HTML emails, banners and web graphics. Design and create multimedia videos for internal and external clients.



Senior Web/Graphic Designer
8/2005 to 6/2007
Waterworks
Danbury, CT



Lead designer responsible for developing marketing material for website, intranet, tear sheets, direct mail, email, signage and advertising.

Web/Graphic Designer
4/2001 to 8/2005
Aris Global
Stamford, CT



Design and create graphics and layouts for company website, intranet, signage, print, and on-line ads, trade show displays, brochures, invitations, CD covers, and other marketing materials.

Web Design Manager
5/2000 to 5/2001
Greenfield Online
Wilton, CT



Manage design and content for one of the top 100 most visited websites at the time greenfieldonline.com.

Web/Graphic Designer
7/1998 to 5/2000
Enterprise Technology Corporation
Woodbridge, CT



Developed and maintained all aspects of multiple company websites.

Internet Business Advisor
9/1997 to 8/1998
Vallon Inc.
Norwalk, CT



Develop new sales territory in the Northeast, consult with small businesses to develop an Internet presence and provide training.

Technical Sales Representative
9/1988 to 9/1997
Nikon Inc.
Huntington, NY



Fulfill the technical sales needs for photographic retailers in the Northeast. Performed demonstrations of photographic, digital and video equipment. Design and execute A/V presentations and training seminars.

