

# FRANK J ZSOLDOS

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CREATIVE DIRECTOR • COPYWRITER • BRAND STEWARD

## 2014 FREELANCING 2015

MITSUBISHI VIA ANSIRA PARTNERS

**HAVE LAPTOP • WILL TRAVEL** ♦ Developing CRM creative for the Mitsubishi account, at the request of my former MXM client ♦ Collaborating with Ansira Partners, Mitsubishi's new agency ♦ Gaining fresh perspective on creative management  
**HYPER ISLAND MASTER CLASS** ♦ Advanced training in digital marketing and social media

## 2006 CRM UPGRADE 2013

MXM (MEREDITH XCELERATED MARKETING)

ASSOCIATE CREATIVE DIRECTOR → CREATIVE DIRECTOR

**LOS ANGELES, CA** ♦ Recruited by my former Grey Direct boss to lead an upgrade of CRM creative ♦ Supported MXM's growth from a staid custom publishing unit into a top-tier Customer Engagement Agency—now shortlisted as a “contender” by Forrester Research

♦ Managed a staff of 5 to 10 art directors, copywriters, proofreaders, and studio artists ♦ Juggled a daily average of 10 to 15 projects, and twice that many during peak periods ♦ Integrated [direct mail](#), [email](#), social, web, print, and collateral in multi-channel campaigns ♦ Kept a full roster of 4 clients satisfied ♦ Earned their trust by learning the details of whatever they sold ♦ Became an expert in businesses from [homeowners insurance](#) to diet plans

♦ Helped pitch and win \$40 million in [automotive CRM](#) business over 8 years ♦ Drove creative for comprehensive Hyundai, [Suzuki](#), [Kia](#), and [Mitsubishi](#) programs ♦ Targeted every stage of the customer journey with personalized digital and print communications ♦ Extended brand advertising into shopper marketing executions ♦ Converted car shoppers to buyers, and buyers to brand advocates ♦ Led two [International Echo Award](#) finalist teams

♦ Helped grow [NEA Member Benefits](#) from \$0 to \$4 million in annual billings—making it MXM's 5th-largest account in 2013 ♦ Supervised and presented pitch-winning creative ♦ Managed 2 years of daily operations ♦ Relaunched the brand, reimagined the [brand experience](#), and laid the groundwork for True Relationship Marketing ♦ Developed new graphic standards ♦ Brought new consistency to brand messaging ♦ Saved time and money with standardized [email](#) templates ♦ Managed direct mail for multiple [life insurance](#), [health insurance](#), and [personal loan](#) product lines ♦ Created new digital touchpoints—achieving a [40% open rate](#) with one monthly e-newsletter; delivering [1,200 dynamically generated versions](#) of another ♦ Relaunched the brand's web site ♦ Wrote a 150-page Brand Manual

2004

ZEN CREATIVITY

2006

## GSW WORLDWIDE

VICE PRESIDENT/ASSOCIATE CREATIVE DIRECTOR

**NEW YORK, NY:** Helped fix the struggling creative team built by Ohio's biggest pharmaceutical agency to service a subprime mortgage lender in New York ☹ Kept \$18 million in newly won [Champion Mortgage](#) billings secure ☹ Managed Champion's high-volume, low-CPP direct mail for nearly 2 years ☹ Found success with a [Zen Creativity](#) that welcomes restrictions as challenges, and celebrates the smartest solution within any boundaries they set

1997

MONSTER MATRICES

2004

## GREY DIRECT WEST

COPY SUPERVISOR ↗ GROUP CREATIVE DIRECTOR

**LOS ANGELES, CA:** Wrote direct mail, email, DRTV, print ads, and collateral brochures ♦ Worked on leading national brands, from [Microsoft](#) and Wells Fargo to [Bally's Las Vegas](#) ♦ Managed complex [Bank of America](#) matrices with dozens of product, offer, and channel cells ♦ Filled one of those cells with a Caples Award finalist ♦ Helped win the pitch for [Washington Mutual](#)'s direct response business ♦ Supervised WaMu creative for more than a year

1993

SHOPPER MARKETING

1997

## PRICEWEBER MARKETING COMMUNICATIONS

SENIOR COPYWRITER

**LOUISVILLE, KY:** Developed consumer and business-to-business promotions for Kentucky Fried Chicken, Kentucky whiskey, Kentucky tobacco—and heavy-duty trucks ♦ Built CPG brands with direct response ♦ Extended brand campaigns with high-impact mailers ♦ Mastered media from broadcast to PoP ♦ Won a Best-in-Show "Louie" Award

1983

RETAIL THERAPY

1993

## MACY'S ♦ BLOOMINGDALE'S ♦ BONWIT TELLER

**NEW YORK, NY:** Wrote catalogue blurbs for department stores ♦ Developed a merchant's instincts at Macy's and Bloomingdale's ♦ Conquered the carriage trade at Bonwit Teller ♦ Graduated to freelance gigs at direct response agencies ♦ Learned to think as a marketer

CUM LAUDE DEGREE

1983

## COLUMBIA UNIVERSITY ♦ B. A.

**NEW YORK, NY:** Majored in Philosophy ☞ Studied Art History and Linguistics ☞ Learned why there is something rather than nothing ☞ Graduated with Barack Obama