

## Contact

[www.linkedin.com/in/jonfranz1400](http://www.linkedin.com/in/jonfranz1400)  
(LinkedIn)  
[www.jonfranz.biz/](http://www.jonfranz.biz/) (Portfolio)

## Top Skills

Marketing Strategy  
Graphic Design  
Corporate Branding

# Jon Franz

Producer, director, creative lead  
Atlanta Metropolitan Area

## Summary

We all crave Clarity. People respond to Clarity. We follow Clarity.

All too often however we, the professional communicators, confuse clarity with completeness. We design our program as though an exhaustive download of everything we know will entice our audience to buy what we're selling, join what we're organizing, or "click here". Nothing could be further from the truth.

My name is Jon Franz and I am passionate about Clarity. I believe that a story worth telling deserves to be well told. My career as a creative director in the communication arts has been built on this idea. Whether developing a commercial program idea, designing a new graphic identity, developing a video script or producing an advertising campaign, clear storytelling is at the core of my way of thinking and working.

With over 25 years in the profession, I am an accomplished creative leader with an established track record in the communication arts. I bring a broad world view, keen insight, and discerning leadership to brand and marketing communication through disciplined, strategic thinking and execution.

I get great personal reward from mentoring good talent, building strong and inspired teams, championing great ideas, and walking along side my clients through the process.

I'm a hands-on, in-the-trenches leader who not only knows what software can do, but puts it to work.

### EXPERTISE INCLUDES:

- Creative Strategy
- Art Direction
- Video Story Development & Production
- Project Leadership & Management

- Design
- Illustration
- Adobe Creative Suite

my portfolio: [www.JonFranz.biz](http://www.JonFranz.biz)

my email: [JonFranz1400@gmail.com](mailto:JonFranz1400@gmail.com)

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## Experience

### Jon Franz Creative

Producer / Creative Director

May 2018 - Present (6 years 8 months)

United States

### Kimberly-Clark

Senior Creative Manager

May 2005 - May 2018 (13 years 1 month)

Atlanta, GA

My role at Kimberly-Clark is to lend creative direction, design support, and story-telling skill to the Marketers of Kimberly-Clark Professional, the B2B division of Kimberly-Clark Worldwide. My hands-on experience spans the media from print to web, trade show to video production, and all manner of graphic communication, with occasional flirtations in copy writing.

### AHA! Creative Solutions, Inc

Co-Owner, Creative Director

1990 - 2000 (10 years)

I was co-responsible for the creative direction, new business development, business management and strategy.

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## Education

### Tennessee Temple University

BA, Theology · (1979 - 1982)