

MARC FRANCOEUR

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CREATIVE/ART DIRECTOR
GRAPHIC/WEB DESIGNER
WRITER / CONTENT CREATOR

PROFESSIONAL SUMMARY

High-energy and uber-creative design lead with a career marked by leadership roles in branding, structuring, and creating strategic and profitable paths forward for companies entering into a digital presence. Sets the strategic vision for aligning a company's mission with the visual storytelling and feel of the branding/marketing and delivering that to the target market with exceptional and consistent results.

- 20+ years of transforming client's companies into empowered brands with the tools needed to compete in the digital age.
- Revitalizing and Rebranding client's visual storytelling, increasing user engagement, creating more sales opportunities and funnels, and training high-performing teams to be self sufficient.
- Career marked by a record of empowering clients with the tools to engage, retain and inspire their existing and new clients

AREAS OF STRENGTH & EXPERTISE

Art Direction • Creative Direction • Visual Storytelling • Web Design & Development • Graphic Design • Brand Identity Design • Motion Graphic Design • Web Producing: Budgeting, Strategy, Planning & Execution • Digital Team Building & Leadership Training • Ecommerce Development, Design & Client Training • UI/UX Design • Digital Software Design & Development • Digital Photography • Print Design & Production • Print Advertising • Video Direction & Production • Business Coaching & Development • Social Media Content Design & Strategy • Marketing Specialist • Ad Design • Music Composition & Production • Live Event Producing • Space Design & Installation • Project Budgeting & Management • Business-to-Business (B2B) • Presentation Skills

EXPERIENCE

1999-PRESENT

MARC FRANCOEUR DESIGN

PROPRIETOR

PARTIAL LIST OF CLIENTS THROUGH THE YEARS

Dole
Andy Lecompte Salon - *Celebrity Stylist*
Barclay Butera Home - *Celebrity Designer*
Jennifer Naylor - *Celebrity Chef*
Creative Care Inc.
Pilates Plus West Hollywood
Pilates Platinum
IMS Movement
Joann Smyth Fine Jewelry
Hill Chiropractic Center
Loren Luxe Design
Rique - *Celebrity Stylist*
Exposed Hardware
Lake Tahoe Boat and Ski
Sports Club Los Angeles
Haute House Home
Linda Gray

Sky Sport & Spa
Jackie Warner - *Celebrity Trainer*
Barclay Butera Inc.
Chapman Radcliff Interiors
Sanctuary Rehab
Pilates Plus Malibu
Pilates Plus Beverly Hills
Soma Institute
Aimee Rentmeester Photography
Neil George Salon
Dr. Randall Everett Allsup
Chez Ireland
Dunnie Andino Photography
Jillian Michaels - *Celebrity Trainer*
Full Tilt Productions
Haute House Fabrics
Toni Bentley

Kathryn Ireland Fabrics
Peter Cohen Atelier
Barclay Butera Lifestyle
David Desmond Interiors
John Frieda Salon
Pilates Plus SFV
Pilates Plus Downtown LA
Knit Café
Lacy Primitive Gallery
The Flower Studio
Zamna
Bird Los Angeles
Circuit SFV
Croft House Furnishings
Barbara Pizik Atelier
Carrie's Pilates Plus
The Clothespinn

ACTIONS

In the process of owning my own design firm, I have been afforded the opportunity to have a wide range of experiences across multiple platforms of design, web, print, music, live performance and video.

- Designing websites using Dreamweaver, Flash Animation, Mobile Friendly, Multiple Coding Languages
- Designing and creating brand identity systems and printed/electronic marketing materials for clients: business identity systems, brochures, catalogs, postcards, business cards, advertisements, press releases, press kits, bill boards, mass mailings, environmental designs, conference presentations
- As a musician I have spent many hours producing and recording music. I have also used these talents for client projects as well, creating custom music for video presentations.
- As a creative writer I have written for stage, theater and magazine publications.
- Social Media Campaigns: contests, video editing, sound production, photo shoots, integrated extended campaigns

1995 – 1999

WALT DISNEY FEATURE ANIMATION

TSR

DUTIES

As a Technical Service Representative, I was a member of a team of 4 computer technicians that supported the Digital Feature Animation division of Walt Disney Feature Animation on the feature films DINOSAUR, HUNCHBACK OF NOTRE DAME, FANTASIA 2000, HERCULES and more .

ACTIONS

- Configuration of digital production Silicon Graphic workstations including software, hardware, network & cable maintenance.
- Installation and maintenance of main computer room which included Maxstrat Storage Arrays, Crays, Silicon Graphic Servers & Network Switches.
- Maintenance of IP databases and configuring of network addressing.
- Cataloging and management of all onsite hardware components.
- Maintain communication and follow up with purchasing department for implementing purchase orders.

EDUCATION

WESTERN ILLINOIS UNIVERSITY

BFA Theatre/Music

Cum Laude, 1987

REFERENCES

Available Upon Request