

MARC FRANCOEUR

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SKILLS

- Photoshop/Graphic Design (23 Years)
- Adobe Creative Suite (23 Years)
- Brand Identity Design (21 Years)
- Package / Print Design (20 Years)
- Digital Photography (20 Years)
- Shopify / Ecommerce (15 Years)
- Wordpress (10 Years)
- Dreamweaver / Flash / Motion Graphics (15 Years)
- Copywriting (18 Years)
- Presentation Design (10 Years)
- Technically Proficient (5 Years on Walt Disney Feature Animation IT Team)

EDUCATION

WESTERN ILLINOIS UNIVERSITY
Macomb, IL • 12/1987

Bachelor of Arts: Music / Theater

- Honors: Cum Laude
- Dean's List [All 9 Semesters of Enrollment]
- Regional President of Phi Mu Alpha Sinfonia
- President of WIU's Bureau of Cultural Affairs
- [Illinois Department of Motor Vehicle] Scholarship Recipient
- [Full Artists Tuition Scholarship] Musical Theater Pianist Recipient

PROFESSIONAL SUMMARY

Experienced Creative Art Director and Designer with a strong background in graphic design and web design, specializing branding and ecommerce. Led a team that achieved a 35% increase in client engagement through innovative digital campaigns and successfully launched over 20 websites, resulting in a significant boost of 200% in user traffic. Known for meticulous attention to detail and ability to handle multiple projects simultaneously with precision. Seeking an Art Director/Visual Designer position at a dynamic company to deliver exceptional visual experiences.

With over 20 years of experience in graphic design, web design, branding, photography, and print/package design. Possesses strong team leadership skills that bridge the gap between creative and technical talent. Additionally, has 10+ years of expertise in brand design, building brand systems and standards, as well as 5+ years of experience in creating and directing 2D animation/motion graphics for the web. Excels in communicating and presenting ideas effectively as an ideation and storytelling specialist.

WORK HISTORY

CARRIE'S PILATES PLUS - Head of Web Design and Marketing

West Hollywood, CA • 08/2022 - Current

- Created branded look and feel for rollout of Carrie's Pilates Corporate Franchise and Franchise Location sites.
- Developed and implemented web designs, Google Ads, and SEO strategies for optimal website performance increasing web visitors by 40%
- Created visually appealing and user-friendly web designs leading to 30% increase in conversions.
- Lead team of skilled Web Developers and SEO specialists
- Proven ability to learn quickly and adapt to new situations.
- Passionate about learning and committed to continual improvement.

MARC FRANCOEUR DESIGN - Proprietor / Art Director / Graphic Designer

Los Angeles • 01/1999 - Current

Marc Francoeur Design (MFD), founded by Marc Francoeur in 1999, specializes in developing innovative marketing solutions for both emerging and established businesses. With a keen eye for detail and a strong focus on capturing the essence of each client's mission, MFD collaborates closely with clients to craft compelling, aesthetically pleasing marketing tools. Whether working with international brands or local startups, MFD is dedicated to telling your story in a clear, impactful way that resonates with your audience.

- Created and excelled in high-level graphic design, web design, branding, photography, and print/package design for over 20 years.
- Managed and directed teams with different skill sets for over two decades
- Achieved expertise in building and implementing brand systems and standards during more than 10 years of work as brand designer.
- Produced and directed compelling 2D animation and motion graphics for more than five years.
- Natural Leader skilled in Web Design, Ideation and Storytelling, resulting in strong outcomes.

RECENT PROJECTS

- Carrie's Pilates Plus Web/Marketing Rebrand - Corporate Site plus 4 Location Sites (Web Design/Branding/Project Management/Marketing)
(Corporate) carriespilatesplus.com (Locations) carriespilatesweho.com | carriepilatesaddleback.com | carriepilatesutoronto.com | carriepilatestrinitygroves.com
- <https://www.hautehousehome.com> (Web Design/Branding/Project Management)
- <https://www.hautehousefabric.com> (Web Design/Branding/Project Management)

CLIENT HISTORY

- Dole Nutrition Institute
- Carrie's Pilates Plus
- Haute House Home
- Haute House Fabric
- Jillian Michaels - Celebrity Trainer
- Barclay Butera - Celebrity Designer
- Andy Lecompte Salon - Celebrity Stylist
- Jackie Warner - Celebrity Trainer
- Peter Cohen Atelier
- John Frieda Salon - Celebrity Stylist
- David Desmond Interiors
- Jennifer Naylor - Celebrity Chef
- Linda Gray - Celebrity Actress
- Neil George Salon
- Toni Bentley - NY Times / Author
- Riqué - Celebrity Stylist
- Sports Club Los Angeles
- Kathryn Ireland Fabrics
- Kate Somerville Skincare
- LaGree Fitness
- Susan Mischer's Knit Café

REFERENCES

Available Upon Request