Keith Frankel - Creative Director

@theKeithF

Sh*t That Has Paid Me Money

HubSpot | Creative Director (current)

Lead internal team of graphic and web designers, video producers and editors, animators, front-end developers, and copywriters in ideation and execution of all brand creative. Responsible for:

- Tactical execution of information architecture, wireframes, and copy for web
- Tactical execution of scripts, storyboards, and in-the-field interviews for video
- Preparing company for IPO by fostering a world-class, narrative-centric, and experience-driven brand
- Ensuring visual communication standards are met across all media, including web, video, and print
- Meeting with senior management to develop campaign strategies and product positioning
- Overseeing production of all company advertising and marketing collateral
- Maintaining brand book and style guides across multiple media, business units, and products

CreativeMornings | Official Boston Chapter Host (current)

CreativeMornings is a worldwide breakfast lecture series for the creative community. As the official host of the Boston chapter, I'm responsible for putting together a team and organizing monthly events featuring world-class speakers that not only celebrate the city's creative talent, but also promote an open space to connect with like-minded individuals.

Transparent Language | Manager, Creative & Branding (2011-2013)

Managed a 20+ person global design and UX team at a leading Ed-Tech SaaS company. Led web and product work for clients such as US Department of Defense, CIA, Duke University, and MIT.

Achievements:

- Authored proposals to RFPs for web/product work that won multi-million dollar government contracts
- Unified design, user experience, and front-end development teams across four countries
- Created new Consumer product line and led the rebranding of company's B2C business
- Developed a customer marketing campaign that increased product engagement by over 300%

MTV Networks | Show Producer (2009-2011)

Responsible for a wide range of tasks required to create original programming for an Emmy award-winning reality television series, broadcasted to more than 85% of American households.

Achievements:

- Produced numerous episodes for 3 Emmy award-winning seasons of the television series "MADE"
- Interviewed on-screen talent and worked with editors in order to create compelling narratives
- 1 of 3 producers chosen to develop an integrated marketing campaign with Neutrogena
- Assisted with casting on over 40 episodes of the television series "MADE"
- Authored scripts for on-air promotions

Sh*t That Earns Me Money

Skills
- Knowledge of contemporary digital and interactive design trends across mobile, web, and tablet
- Understanding of web protocols and front-end markup languages
- Familiarity with entire video production process, from scripting and storyboarding to post-production
- Ability to manage large, multi-disciplinary creative teams
- Capable of both stylized and technical copywriting and copyediting

Distinctions
- Featured on Huffington Post Tech; [interviewed](#) by AOL's Digital Prophet, David Shing
- International [speaker](#) on creativity, design, user experience, and video production
- Honorary Colonel, Alabama State Milita by Order of Gov. Robert Bentley

Publications
- [Your Designers Are Not Artists, and You Need to Stop Thinking That Way](#)
- [10 Commandments of Do-It-Yourself Design](#)
- [How to Make Sure Your Designers Stay Ahead of the Curve](#)

Sh*t I Owe Money For

General Assembly | Front-End Web Development
- 10-Week Immersion Program
- HTML5, CSS3, JavaScript

Tufts University | BA, Philosophy
- Specialty certificate in Ethics, Law, & Society
- Nominated by faculty to attend national Emerging Leaders Conference
- One-year advanced academic standing
- Dean's List

Yale University | Philosophy (Transfer)

Interested in Shooting the Sh*t?

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