



FRANK A. CARFORA

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Hardworking Designer/Creative Director with 15-plus years of experience in conceptualizing and executing innovative design solutions for various clients across multiple industries. Skilled in digital marketing, social media management, and project management. Proficient in Adobe Creative Suite and other industry-standard software. Proven track record of driving business results and increasing brand awareness through creative campaigns.

MAY 2022–PRESENT • CREATIVE CONSULTANT / DENICOLA BROS., ST. JAMES NY

Conceived, created and executed design ranging from menus to POS, both print and digital. Integral in development and application of social media content, and development of promotions for Ruvo, NOCO, and all four Del Fuego restaurants. With Del Fuego, I was part of the team to develop the Phone-Free Valentine's Day promotion, which was featured on local TV News. *Sales to all four locations were up 15% over previous Valentine's Day events.*

JULY 2012 –JANUARY 2021 • CREATIVE DIRECTOR / BRAINSTORM STUDIO, MELVILLE NY

Maximized business results for multiple companies, such as Garden City Hotel, Anthony Scotto Restaurants, Astound, Defensify, Titan Security Solutions, IIS, OFD, CloudFirst, by generating leads and executing plans to increase brand awareness, with a range of creative products from digital and social media to print. Liaise with clients by acquiring information on marketing and business goals to provide and implement innovative solutions. *I created the "Cereal" campaign for Astound, which was a surprise hit, and put the company on the map as it expanded into the West Coast, increasing its market share by 30%.*

APRIL 2010–JULY 2011 • SR. ART DIRECTOR / WALTER CAMERON, HAUPPAUGE, NY

Improved brand awareness through hands-on development of creative for print, email, web, web banners and YouTube videos for clients such as Crosstex, Dentalvibe, Farrel/Fritz and South Bay Brewery. Worked closely with Creative Director to focus campaigns while pushing toward a digital presence for clients—thus leveraging better market visibility for clients through previously untapped online resources. *For example, DentalVibe, which makes a vibrating tool that helps mask the pain of gum injections, had seen a 20% boost in sales through dental offices after the introduction of a print and digital campaign I designed that directly spoke to everyone's fear of dental injections, from children to bikers. *Contract ended July 2011.*

MARCH 2005–FEBRUARY 2010 • SR. ART DIRECTOR / KZS, HAUPPAUGUE NY

Integral part of creative and branding of many high profile B to B and health clientele including Telephonics, Aeroflex, Canon, Audiovox, Winthrop University Hospital, Blue Point Brewery, Black & Veatch, Computer Associates. Brought a higher design standard agency-wide, providing more professional and impactful branding power to all our clients. *Our CyberKnife campaign helped bring Winthrop Hospital much helped justify the expansion of their—at the time—cutting edge cancer treatment center, and to gain national exposure as one of the top facilities in the country.*

NOVEMBER 2003–FEBRUARY 2005 • CREATIVE DIRECTOR / DALLIS BROS. COFFEE, QUEENS NY

Created brand and launched Planet Java coffee drinks, including Javadelic, Caramocha, Tremble. Conceived/designed all branding; logos, packaging, in-store POP, cooler graphics, vehicle wraps, sell sheets, shipping packaging, website, etc. *Created a grassroots campaign with funky/quirky graphics and equally quirky marketing (including guerrilla marketing using a used ice cream truck) that got the attention of Coca-Cola, which led to the acquisition of Planet Java for \$14 million.*

APPS

Adobe CS: InDesign, Illustrator, Photoshop, XD, Acrobat, etc., Figma, Microsoft Office, HubSpot
Certified in Design, experience with WordPress