



# Mark Montgomery French

## Creative/UX Director

**I grow brands through a data-smart approach to customer intimacy.**

I enhance the Creative & UX business vision at the boardroom level, motivate managers for growth at the executive level, manage creatives, project managers and UX developers at the execution level, and procure results at the analytics level, so you can make money at the financial level.

## Professional Experience

### Pitch Consultant

*Bay Area, 2018-present*

I craft successful pitches for startups and the Fortune 500, from seed money requests to seven-figure deals.

### Global Creative Director

*Ebates, San Francisco, CA, 2013-2017*

Led a team of Visual Designers, Copywriters and UX Designers to heighten Ebates' members Cash Back shopping experiences through data-rich desktop, mobile web, app, social, print and video media. This included ideation and asset generation of weekly themed promotions, larger-scaled quarterly and yearly sales events, and concepting innovative solutions to move ahead of the retail curve. I encouraged on-brand conceptual testing and applying of customer feedback to create effective and reproducible creative results.

Worked with the managers of Customer Retention, Content, Mobile, App and Web Dev to smoothly align our output to company goals. In 2016, this resulted in the augmented personalization of Ebates store pages, account areas, and an email suite, all of which increased customer engagement.

*Global Creative Director accomplishments include:*

- Rebuilding the Ebates brand and rolling it out into all channels
- Helping Ebates achieve 5% of all U.S ecommerce sales during Cyber Days 2015 and 2016
- Creative and UX directing the first Ebates site redesign in 6 years
- Winning 14 awards in 2015-2016 for Creative and Strategic excellence
- Launching Ebates' first credit card, first luxury site and first video demos

Over 60 awards for Creative, UX, and Strategic excellence including 1 Clio, 7 Addys, and 20 Communicators. » See full list here

### Management Skills

Team leadership  
Communication  
Project managing  
Concept presenting

### Working Skills

Creative strategy  
Creative direction  
Brand stewardship  
Design execution  
Video direction

### Software Skills

Creative Cloud  
Keynote  
Microsoft Office  
Final Cut Pro  
Sketch • Invision

### Clients, abridged

AT&T • HP • Gap  
Yahoo! • Ebates  
Visa • Microsoft  
GM • Symantec  
Kaiser Permanente

mrfr3nch.com

mark@mrfr3nch.com  
510.682.6740  
linkedin.com/in/  
markfrench



## Global Creative Director

*Acxiom, Foster City, CA, 2005–2013*

Led Creative, Web Dev, UX, and Process Management staff in California, New York, Tennessee, Singapore and Australia to innovation, timeliness and profitability. My team created responsively-coded mobile-optimized emails, sites, preference centers, and iBooks plus traditional direct mail for Fortune 500 clients such as Microsoft, AT&T, Symantec, Citi, FedEx, Home Depot, HP and Wyndham Hotels.

Provided creative consulting to clients about mobile marketing, post-social branding, and data-smart consumer engagement. I orchestrated the creative portion of new business pitches, from spec work conception to face-to-face presentation, traveling internationally when necessary. I created and maintained processes that allowed for frictionless growth both internally and externally.

**Extracurricular**  
Jury member of  
the IAC Awards  
2015-2019

## Freelance Associate Creative Director

*Yahoo!, Sunnyvale, CA, 2004–2005*

Working exclusively with the Small Business Division, I redesigned their Web Hosting home page, increasing signups by 50%. I also restructured their creative brief process and helped with demographic researching.

Published “Your  
Baby’s Ugly: 5 Ways  
to Improve Your  
Creative Portfolio  
and Get That Job.”  
on LinkedIn  
» [Read it here](#)  
2018

## Freelance Senior Art Director

*San Francisco Bay Area, 2003–2004*

Created interactive banners, print ads, and Web sites for Safeway, Wind River and Sybase, and was an interactive consultant for JumboShrimp.

Presenter at  
General Assembly  
on Post-graduate  
Tech Options  
2016

## Senior Art Director

*AKQA, San Francisco, CA, 2001–2003*

One of their first hires, I created banners for Progressive, a commercial for Palm, and an award-winning series of overlay interactive ads for Visa & The NFL.

Creative Portfolio  
Consulting for  
24Seven  
2015

## Creative Director

*Tradeweave, San Francisco, CA, 2000–2001*

A classic pre-IPO dotcom, now shuttered, where I created print ads, direct mailers, corporate videos, and multiple database-driven transactional sites.

Presenter at  
ad:tech on Mobile  
Email Strategy  
2012-2013

## Art Director

*Anderson & Lembke, San Francisco, CA, 1997–2000*

Created a Clio-winning site takeover ad for Incite magazine, and built some of Microsoft’s initial interactive banners, nabbing two Addy awards.

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linkedin.com/in/  
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