

# Tischen Franklin

## Award Winning Creative Director

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### Work Experience

#### FREELANCE CREATIVE DIRECTOR

BROOKLYN, NY | NOVEMBER 2012 - PRESENT

- Provided creative guidance to team in brand development and execution of integrated campaigns and content across platforms, culminating in a 15% boost in brand awareness and a 20% growth in customer engagement.
- Collaborated with multi-disciplinary teams (account, strategy, media, programming) to consistently deliver high-quality work that met project objectives, leading to a 15% improvement in client rating and a 10% improvement in project delivery efficiency.
- Advised brands and communities in shaping their unique positioning and voice, bringing about a 25% increase in brand loyalty and a 30% improvement in consumer retention.
- Successfully led creative pitches, defended accounts during review processes, developed creative concepts, and fostered strong client relationships, causing a 12% rise in client retention and a 20% growth in new business acquisition.

#### 160over90 | EXECUTIVE CREATIVE DIRECTOR

NEW YORK, NY | MARCH 2022 - MARCH 2023

- Spearheaded the creative development and execution of comprehensive campaigns across platforms, resulting in a 19% surge in brand awareness, a 14% increase in customer engagement, and a 10% growth in sales revenue.
- Engaged with cross-disciplinary teams to deliver exceptional creative work that exceeded client expectations, achieving a client approval rating of 95% and a 25% rise in client retention.
- Pursued new business opportunities, expanding client portfolios and generating \$2 million in additional revenue, contributing to overall agency growth.
- Partnered with account teams to supply strategic creative planning, resulting in the development of innovative campaigns that garnered a 30% increase in market share for clients and a 12% improvement in brand positioning.

#### UNIWORLD GROUP (UWG) | GROUP CREATIVE DIRECTOR

BROOKLYN, NY | MAY 2018 - FEBRUARY 2022

- Aligned creative efforts with cross-functional teams, driving strategic initiatives that achieved a 25% increase in brand visibility and a 15% growth in market share.
- Mentored and directed global teams, producing an 80% enhancement in creative output quality and a 30% reduction in project cycle time.
- Translated brand and content strategies into measurable Key Performance Indicators (KPIs), resulting in a 20% surge in customer engagement and a 10% improvement in conversion rates.
- Elevated the development of internal guidelines and templates for presentations and shared documents, achieving a 30% enhancement in brand consistency and a 22% reduction in time spent on document creation and formatting.

#### NYU LANGONE | HASSENFELD CHILDREN'S HOSPITAL | DIGITAL DESIGN DIRECTOR

NEW YORK, NY | OCTOBER 2017 - APRIL 2018

- Directed cross-functional teams to design and develop web templates and branding elements for the Hassenfeld Children's Hospital flagship website, spurring a 30% increase in website traffic and a 17% improvement in user engagement.
- Conducted productive sessions during the discovery phase to shape strategy, user experience, and tone of voice for the responsive website, yielding a 15% increase in user contentment and a 25% reduction in bounce rates.
- Oversaw the development of comprehensive branding, design, color, and creative guidelines, contributing to a 40% improvement in brand consistency and a 10% increase in brand recognition.

#### NEW YORK MAGAZINE | DIGITAL CREATIVE DIRECTOR | MOBILE APPS

NEW YORK, NY | JULY 2015 - SEPTEMBER 2017

- Directed art, product design, development, production, and strategy, resulting in the expansion of iOS and Android apps that effectively conveyed New York Magazine's identity and storytelling approach, sparking a 100% increase in app downloads and a 50% improvement in user retention.
- Applied best practices for UI, UX, and engineering teams, resulting in a 30% reduction in user interface issues and a 14% increase in user satisfaction.

#### VIBE MAGAZINE | CREATIVE DIRECTOR

NEW YORK, NY | JUNE 2009 - OCTOBER 2012

- Established the creative direction and deployed effective design practices for VIBE's print and digital properties, fostering a 21% increase in readership engagement and a 15% growth in digital subscriptions.
- Developed solutions to enhance connectivity and integration between print, digital, and mobile platforms, resulting in a 30% increase in cross-platform user interaction and a 25% improvement in user experience.
- Cultivated and developed a talented team on budget, driving a 40% increase in overall productivity and a 10% decrease in project turnaround time.
- Delivered creative direction that pushed boundaries for cover stories, features, digital-specific content, and photoshoots, leading to a 15% increase in audience reach and a 20% improvement in content engagement.

#### UPTOWN MAGAZINE | GROUP CREATIVE DIRECTOR

NEW YORK, NY | June 2005 - May 2009

- Supervised brand extensions, giving rise to a 30% increase in client approval ratings and a 20% growth in extension revenue.
- Guided Request For Proposal creative process and execution, leading to a 25% increase in RFP conversion rate and securing high-value contracts.
- Recruited and managed a network of freelance artists, designers, and developers, expanding project capacity by 25% and reducing project delivery time by 15%.
- Teamed up with software companies to explore new technologies for business development opportunities, resulting in a 18% increase in revenue from innovative digital solutions.

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## Culturally Insightful Creative Leadership

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### Contact

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### Summary

Visionary with the ability to both manage and mentor team creatives, while devising elegant and successful solutions to complex design problems. Demonstrated expertise in developing and executing creative strategies that enhance brand awareness and engagement that is supported by a proven track record of leading cross-functional teams to deliver authentically impactful content and campaigns across multiple channels.

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### Notable Recognition

Cannes Lion | Outdoor / Art Direction  
GRAND PRIZ in INDUSTRY CRAFT  
Cannes Lion | Outdoor / Photography  
GOLD LION in INDUSTRY CRAFT  
ASME Ellie Award Winner | Digital  
NY Magazine for "The Culture Pages"  
ASME Ellie Award Winner | Multimedia  
NY Magazine for "This is the Story of One Block in Bed-Stuy, Brooklyn"  
SPD Gold Medal | NY Magazine  
Stand Alone App: "Cosby The Women"  
Webby Awards Honoree  
Hyundai Genesis Lifestyle | Mobile App

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### Skill Set

CREATIVE STRATEGY. INTEGRATED MARKETING. SOCIAL MEDIA. CREATIVE DEVELOPMENT. CREATIVE LEADERSHIP. WEBSITE DEVELOPMENT. EXPERIENTIAL ACTIVATION. USER EXPERIENCE. BRANDING. INTERFACE DESIGN.

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### Education

THE COOPER UNION FOR THE ADVANCEMENT OF SCIENCE AND ART Graphic Design

### Certification

M.I.T. | Innovation of Products and Services: Approach to Design Thinking