



Mark Montgomery French:

~~Caffeine Devotée~~

Creative Director



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LinkedIn

♥ MANIFESTO

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

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

🚩 EXPERIENCE

I've created delightful experiences for over 20 years and over 60 awards.

For big brands (AT&T, HP, GAP) at big agencies (AKQA, GMO, Acxiom) and in-house (Yahoo!, Ebates). For B2B, B2C, and a bit of C2C. For data-driven digital, traditional, and 1:1 experiential. Creative strategy, branding, and team management. I've won a Clio and 14 additional statues since 2015. But positive customer results are what I really like to see.



My recent accomplishments include:

- Rebuilding the Ebates brand and rolling it out into all media
- Helping Ebates achieve 5% of all U.S ecommerce sales during Cyber Days 2015 and 2016
- Creatively directing the first Ebates site redesign in 6 years
- Winning 14 awards in 2015-16 for creative and strategic excellence
- Launching Ebates' first credit card, first luxury site and first instructional videos
- Being selected as a jury member for the 2015, 2016, and 2017 IAC Awards



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HISTORY

Global Creative Director @ Ebates, 2013–2017

I led a team of visual designers to enhance 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 retail curve. I encouraged on-brand conceptual testing and applying of customer feedback to create effective and reproducible creative results.

I worked closely with the managers of UX/UI, 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 a suite of emails, all of which increased customer engagement.

Global Creative Director @ Acxiom, 2005–2013

I led creative, web dev, 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.

I 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.

Freelance Associate Creative Director @ Yahoo!, 2004–2005

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

Freelance Art Director, 2003–2004

I created interactive banners, print ads, and Web sites for Safeway, Wind River and Sybase. During this time I occasionally worked for JumboShrimp as an interactive consultant for new business pitches.





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HISTORY, continued.

Senior Art Director @ AKQA,
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 Director @ Tradeweave,
2000–2001

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

Art Director @ Anderson & Lembke,
1997–2000

I created a Clio-winning site takeover ad for Incite, and built some of Microsoft's initial interactive banners, nabbing two Addys in the process.

Assistant Manager of Production -
Interactive @ GMO, 1995–1997

I executed some of the first online banners for Dell, Cisco and Quantum.

Principal @ imprint, ink., 1993–1996

I created marketing materials and identity systems for local companies.

AWARDS

I've received over 60 awards for creative and strategic excellence including:

1 Clio

20 Communicators

7 Addys

with 14 since 2015. » [See the full list here.](#)

