

FRAN SOLOMITA
Los Angeles, Ca.
Email; fran@fransolomita.com

SUMMARY

Executive Creative Director with proven success as a leader generating innovative Network Promotion campaigns. Expertise in writing, thriving under pressure, team building, and inspiring new producers. Strong at adapting to unique marketing challenges in the current media landscape. Excellent communication skills with vast experience working with high profile talent.

PROFESSIONAL EXPERIENCE

NBC UNIVERSAL, Burbank, Ca.

2000 - 2009

Creative Director (Special Projects) – The NBC Agency

Managed staff of 14 writer/producers and editors charged with launching and promoting NBC's primetime shows, with an emphasis on original advertising content and radio promotion.

- Super Bowl 43 provided a massive yet unique platform for NBC promotion to make an impact amidst the multi-million dollar commercials airing in the game. Chosen to direct a (shoot) promo for the Thursday Comedy line-up. The spot achieved "Top Ten" status while reaching well over 90 million viewers.
- Collaborated with media group devising inventive radio campaign for "HEROES" resulting in high intent to view, a successful premiere, and winning numerous awards.
- Worked with NBC Sports, implementing the cross-platform launch of "NBC's Sunday Night Football", earning the network the best Sunday ratings in a decade.
- Conceived and executed the much copied "Fake Radio Show" approach, effectively cutting through the clutter to launch "The Office" & "My Name is Earl". The entire campaign was honored with the New York Festival World Medal.
- Initiated the NBC Agency's Intern program, mentoring new talent and providing strong participation in valuable new hires for the network.
- Supervisor/Co-director of big budget shoot for "Las Vegas". Creating music videos, numerous on-air spots, and extremely cost effective branding elements.
- Wrote, directed and produced numerous spots for 2004 & 2008 Olympics Broadcast.
- Winner of the prestigious Brandon Tartikoff Award presented by Promax/BDA.

HIEROGLYPHIC PRODUCTIONS, North Hollywood, Ca.

- Directed and Produced the feature documentary "When Stand Up Stood Out" featured on Showtime and released on DVD.
- Directed Selena Gomez in cross promotional campaign for Disney Channel and Sears.
- Directed numerous PSA's for Parkinson's research, starring Muhammad Ali and Michael J. Fox.

ABC ENTERTAINMENT, Los Angeles, Ca.

1998 – 2000

Writer/Producer – On-Air Promotion

- Devised original shoot spots for the launch of "Sports Night".
- Supervised "Farewell" campaign for Michael J. Fox on Spin City.
- Created numerous clip & shoot promos for The Academy Awards.