

**P e t e r J . F r a n k e'**  
**451 W. Fulton St., Long Beach NY 11561**  
**Hm # 516-432-2724 / Cell # 718-753-9783**

**Uniquely Diverse Experience.**  
**Agency, Corporate, Sales & Manufacturing all in one Man.**

**Cablevision - Sr. Print Production Manager 1/07 - 4/07**

Freelance print production, replacing retired Director of Print Services,  
Managing very heavy volume of direct mail printing and lettershop personalization for  
*Marketing and Advertising Dept* as well as collateral printing for *Capital Expense Division*

**AETN - Sr. Print Production Manager 8/05 - 1/07**

Managed creation and manufacturing of all adwork, OOH and collateral for *A&E TV Network*.  
Also managed adwork and collateral for *The History Channel* including 3-dimensional press kits  
and mailings, as well as direct mail and packaging for *Consumer Products/Retail division*.

**EarthColor - Pre-press Manager & V.P. Sales 11/02 - 8/05**

Created sales contacts and oversaw production of all scanning, retouching, assembly  
and output for adwork, presentation materials and printing. Clients included; *DKNY, WKP,*  
*Devito/Verdi, JWT, DDB, AETV and Chowder Advertising.*

**R.C. Communications - V.P. Sales 3/97 - 11/02**

Created sales contacts and oversaw production of all scanning, retouching, assembly  
and output for adwork, presentation materials and printing. *Clients included; BBDO, Doremus,*  
*Devito/Verdi, C/D/M, DDB, AETV & The Lord Group.*

**Pergament Graphic Systems - Salesman 7/94 - 3/97**

Created sales contacts and oversaw production of all scanning, retouching, assembly  
and output for adwork, presentation materials and printing. *Clients included; Devito/Verdi,*  
*Hill Holliday, DDB, Sieter & Miller and The Lord Group.*

**Dentsu Corp of America - V.P. Director of Creative Services 8/93 - 7/94**

Managed Production, Art Buying, Traffic and Art studio re-organized and created procedures,  
hired/fired total staff of approx 20 people. Created profit center and digital art studio.  
*Clients included; Canon USA, JAL and Nikko Hotels.*

**Chiat/Day Advertising - V.P. Director of Creative Services 3/82 - 11/92**

Managed Production, Art Buying, Traffic and Art studio, re-organized & created procedures,  
hired/fired total staff of approx 40 people. Created separate company/profit center & digital  
art studio while maintaining traditional mechanical/comp art studio. *Clients included; Amex,*  
*Reebok, Shearson Lehman, Wm Grant & Sons, Barneys NY, Trump Plaza, NY Air,*  
*Holland America Cruises, Royal Carribean Cruises, Drexel Burnham and Miller Brewing Co.*

**Rosenfeld, Sirowitz & Lawson Advertising - Production Manager 2/79 - 3/82**

Managed Production, Art Buying and Traffic for *McDonalds Tri-State Owner/Operator Assoc.*  
*and Sharp Electronics.*

**McCaffrey & McCall Advertising - Various positions 5/73 - 2/79**

Started as a Bookkeeper then was promoted to Petty Cash Clerk, Production Biller, Traffic  
Coordinator and finally Asst. Production Mgr.

Own and operate P.F.Printing, Corp. – Production Management Co. *est-1997*

Active Board Member of GACC Committee.

St. Francis College in Brooklyn, NY - 1973

Past President of Advertising Production Club of NY,

Retired Chairman of the Board of Advertising Production Club of NY,

Panel Speaker for Lasers in Graphics seminars, Featured Speaker for GCA committee,

Past board member of Printing House Craftsman Guild.

Sports and Outdoor enthusiast.

&

Glowing references are available upon request.