

Frank J. Angilella
Communications Writer Director
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Accomplished Communications Writer Director with expertise in strategy, marketing, and advertising.

- **Branding and Positioning.** Skilled at assessing brand potential and implementing actionable results. Heavy experience on brand positioning and realignment in digital, video, print, and editorial press.
- **Marketing and Partnerships.** Extensive media relations work, sales and marketing strategy, value proposition messaging, and developing profitable partnerships with supplier networks.
- **Big Ideas.** Strong track record of changing the conversation across media with innovative thinking integrating cultural and technology trends.
- **Green Communications.** Expert developer of cutting-edge green messaging for all corporate, government, consumer, trade, educational and non-profit sectors.

EXPERIENCE

2018-Pres. Communications Writer Director. New York.

Partner with established companies and start-up ventures to identify and develop leading-edge Press and Communications strategies.

- + Developed new VIP campaign for luxury auto brand that raised awareness and increased qualified leads.
- + Strategized off-season holiday campaign for hotel chain that increased reservations, food and beverage sales.
- + Oversaw creation of "Green" communications strategy for commercial, residential and public developer which reversed negative market perception.

2010-2018. PR Communications Director. ABCO HVAC/R New York.

Supervised creation of digital, print, and video communications for 22 satellite offices which resulted in sales increase from \$170 million to \$235 million in 8 years.

- + Originated method of applying "earth friendly" insights to industrial sales planning. This proved highly effective and overcame adverse perceptions of HVAC/R dealers.
- + Developed new Co-op model for dealer news releases, digital content, ads, collateral, promos, B2B and B2Gov sales literature which saved ABCO and dealers millions in agency fees.
- + Instigated "Blue Sky to Blue Print" VIP Architecture and Engineering communications program that positioned ABCO as elite HVAC/R company.

2008-2010. Copy Director. Levinson Tractenberg New York.

Led data-driven creative and strategy that established LTG as player in 360 integrated communications.

- + Added Under-The-Radar Strategy to all work resulting in increased billings from existing clients.
- + Achievements include major new business wins for clients like Citibank, Kraft, Coke, Diageo, Trolman, Chubb, Toll Bros.

2000-2008. Freelance Writer. KBSP, DDB, 02KL, U7. New York.

Developed and wrote branded digital, print and video news releases, ads, email, advertorials, and collateral for clients like Mastercard, Disney, Prudential, Virgin Atlantic, Credit Suisse, Revlon, P&G, Bayer, Shire, Lifetime TV, ReMax.

- + Wrote marketing materials for car blog which built database and resulted in first ever awareness of Ford Motors in auto influencer blogs.
- + Lead Writer on NYC2012 real estate prospectus for New York City Olympics pitch.

EDUCATION

School of Visual Arts, NY. (Media) Syracuse Univ. (DIPA) New York University, NY. (Writing) Dartmouth Coll. (MA)

INTERESTS



DOGS



GREEN
BUILDING



CYCLING



ART



SWIMMING



BBQ

CREATE

Press Campaigns

Content Development

Brand Positioning

Under The Radar

Strategy

Mom Marketing

Advertorials

VIP Marketing

White Papers

Ecommerce

Interviews

App Games

Green Press Tactics

Consumer & B-2-B Events

Loyalty Campaigns

Convention Planning

Seamless Messaging

Business Development

Product Launches

Video Scripting