

CAMERON FRANTZ

CREATIVE DIRECTOR / DESIGNER / HUSBAND / DAD

I make things.

I am an innovative creative director, designer and manager with 17+ years of helping big brands reach their goals. I lead and build creative teams that pitch and sell advertising, create keyart, make new products, use data, deliver big ideas and drive revenue. I am a creative with a proven track record of crafting successful campaigns that hit KPIs, drive awareness and generate buzz. I've worked with **Amazon, Snapchat, The MLB, Disney, Warner Bros, Sony Pictures, Ubisoft, Paramount Pictures, Universal Studios, Carnival Cruises, 20th Century Fox, Activision, Scholastic, Dell, Lego, Starz, Rockstar, CBS, NBC, ABC, A24 and many more.**

I work at places.

Snapchat 2019-present : Creative Director

I own creative direction for all Snapchat original programming with over 150 Snap Original shows to date. These shows were watched by over 80% of Gen Z in the US in 2021 and feature stars such as Megan Thee Stallion, Ryan Reynolds, Steph Curry, Will Smith, Addison Rae, and the D'Amelio sisters. My team creates all visual components including keyart, marketing materials, title treatments, and in-show gfx.

Amazon 2014-2019 : Associate Creative Director

I led a team of 6 creatives, responsible for the Amazon Advertising category of Entertainment, Videogame, and Travel categories. My team created new advertising experiences for our customers including branded Amazon Delivery Boxes, Amazon homepage takeovers, branded Prime Now bags, Alexa experiences, Prime Early Screenings, Fire Tablet and Fire TV experiences.

Dell 2014-2014 : Senior Art Director

I created advertising and promotions for Dell products and services, including campaigns for their enterprise computers, servers, and Alienware Gaming Computers.

Scholastic 2012-2013 : Art Director

I designed text-books, brandings, logos and support materials for Scholastic's Math180 and Reading 180 programs.

SM&KK 2012-2012 : Senior Graphic Designer

I created advertising and designs for clients ranging from EMEX title insurance to Steve's Ice Cream.

Mars Advertising 2011-2012 : Art Director

I created ad-campaigns and POS material for Colgate-Palmolive and Walmart.

Mission Skincare 2009-2011 : Graphic Designer

I was the sole designer, responsible for package design, POS, marketing materials, oversaw production, and supported the company for all things design. During my time at Mission I launched their partnership with the MLB and created custom packaging for MLB teams.

Dimassimo Goldstein 2006-2009 : Graphic Designer

I designed package designs, ad campaigns, digital experiences, logos and stationery, and helped our clients reach their goals. During my time at DIGO I created the branding and logos for Juice Energy, and created packaging for GoSmile.

I talk to people.

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linkedin

I went to school.

Savannah College of
Art and Design
Bachelor of Fine Arts : Graphic Design

I do noteworthy work.

Adweek

How Amazon Pulled Off Its Biggest Delivery Ever, a Masterpiece of Buzz Marketing

Playbill

Get a 360-Degree Look at Filming of The Greatest Showman With Hugh Jackman, Pasek and Paul, More

Today

Learn more about Universal Pictures' Grinch for Good contest

Adweek

Snap Original Breakwater Set to Debut With an AR Lens for Each Episode

Variety

Amazon Echo Now Lets You Investigate the Murder of Bruce Wayne's Parents

Screenrant

Jumanji: Welcome to the Jungle Screening Early for Amazon Prime Members

