



Frank Celi

CREATIVE GENERALIST



www.frankceli.com



www.linkedin.com/in/celicreative



727.543.3261



fcelidesign@gmail.com



HIGHLIGHTS



Over **20 years** experience in the creative field for Design, Animation, & Video



BFA in Computer Animation, FAA Part 107 Certified Drone Pilot, & an AutoCAD Foundations Certificate



Infinite Creativity & Passion for Pixels



Innovative leader in art and creative direction



MISSION STATEMENT

My mission is to bring together my diverse expertise in video production, animation, and graphic design to create memorable and impactful marketing campaigns. I am driven to be a visionary leader, combining my exceptional project management, organizational, and communication skills to motivate and guide my team to achieve outstanding results. My goal is to consistently push the boundaries, foster innovative solutions, and elevate the visual storytelling experience for all clients and audiences.



CAREER DEVELOPMENT



CHIEF CREATIVE OFFICER & FOUNDER | CELI CREATIVE

Tampa, Florida | www.celicreative.com

Celi Creative is a business I founded and run from my home alongside a full-time position in the creative industry. Established in 2004, I started as a freelancer after graduation from the International Academy of Design & Technology. As the business developed, I onboarded a talented team of freelance graphic artists, animators, cinematographers, and copywriters to deliver exceptional design and video marketing solutions to our clients. Today, I serve as the Creative Director and Project Manager, focusing on managing projects and overseeing the team, which also allows me the time to dedicate myself to a full-time role to further my professional growth.



PRODUCTION COORDINATOR | FOX CORPORATION

Tampa, Florida | www.fox13news.com

As a Production Coordinator at Fox Corporation, I am responsible for fulfilling graphic demands for Fox owned-and-operated TV stations nationwide and ensuring delivery of the completed projects to the requesting Fox stations to go on air. I also assist with creative projects as needed. Additional duties include setting up Axis user accounts, maintaining a daily Google Docs document of project deliveries, assisting other Fox stations locate files via remote access, and run daily eserver maintenance checks to assure file transfer software is running properly. Software utilized in this position includes the Adobe Creative Cloud, Cinema 4D, ChyronHego Prime, Axis, Studioclips, Camio Asset Manager, RFS (Request Fulfillment System), Google Docs, Slack, and Zoom.



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2009

2013

DIGITAL DESIGN INSTRUCTOR | RASMUSSEN COLLEGE

New Port Richey, Florida | www.rasmussen.edu

My role as an instructor at Rasmussen College's School of Technology & Design entailed teaching a range of courses including Digital Publishing, Typography, Color Theory, Intro to Computer Graphics, Intro to Multimedia and Computer Graphics, and Computer Information Systems. I facilitated learning experiences that helped students develop essential skills in digital design and technology.

2011

2012

CREATIVE DIRECTOR | MYNETWORKONE

New Port Richey, Florida | www.mynetworkone.com

As Creative Director at MyNetworkOne, I was instrumental in establishing and executing the company's visual branding and design strategy. I oversaw the creation of a wide range of corporate materials and animated videos that effectively communicated the benefits of the company's online dashboards. My leadership and expertise in design helped to shape the look and feel of MyNetworkOne, ensuring that it accurately reflected the company's vision and goals.

2011

2011

FREELANCE GRAPHIC ARTIST | CLEARWATER MARINE AQUARIUM

Clearwater, Florida | www.seewinter.com

I had the opportunity to contribute to the celebration of Winter's inspiring story through my involvement in the design of promotional materials, signage, and wall displays for Winter's Dolphin Tale Adventure. The exhibit, located in downtown Clearwater, showcased props and memorabilia from the hit 2011 family drama film, "Dolphin Tale," directed by Charles Martin Smith and starring Harry Connick, Jr., Ashley Judd, Kris Kristofferson, and Morgan Freeman. Inspired by the true story of Winter, a bottlenose dolphin rescued in 2005, the museum style exhibit was a fitting tribute to the mammal's remarkable journey. I was proud to have completed this 3-month contract project with successful results, further adding to the legacy of Winter's tale.

2010

2011

GRAPHIC ARTIST & VIDEO EDITOR | MEDIAGISTIC, INC.

Lutz, Florida | www.mediagistic.com

At Mediagistic, I leveraged my design skills to develop effective direct mail advertising materials for Carrier and Bryant air conditioning and heating dealers across the country. My portfolio included postcards, print ads, magnets, magnet postcards, newsletters, door hangers, and billboards, all created using an iMac OSX Snow Leopard platform. I also expertly handled post-production video editing for Carrier and Bryant dealer commercials and web videos, enhancing their visual impact and ensuring the effective communication of their message.



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2007

2009

GRAPHIC ARTIST & VIDEO EDITOR | SPINALAID CENTERS OF AMERICA

Clearwater, Florida | www.spinalaid.com

As a designer at SpinalAid Centers of America, I made a significant impact in enhancing the brand's visual appeal and contributing to its recognition as the #2 healthcare franchise in the world by Entrepreneur magazine. My design portfolio included a variety of promotional materials, such as advertisements, billboards, signs, and trade show displays, for the 160 SpinalAid franchises nationwide. I also crafted engaging PowerPoint presentations and managed weekly video web conferences for the CEO, Dr. Frank Liberti, and franchisees. Furthermore, I was responsible for capturing and editing bimonthly training seminar videos for the company's website, ensuring an effortless viewing experience for the audience.

2006

2007

PRINT PRODUCTION ARTIST | COX TARGET MEDIA

Largo, Florida | www.valpak.com

As a Print Production Artist at Cox Target Media, I leveraged my skills in InDesign, Photoshop, and Illustrator to craft effective direct mail advertisements for Valpak mailers. My designs included a diverse range of materials, such as coupons, flyers, and menus, all created on a Mac OSX platform.

2005

2006

LEGAL VIDEOGRAPHER | A PRO VIDEO, INC.

Tampa, Florida | www.newrivertv.com

As a Legal Videographer at A Pro Video, Inc., I have honed my skills in capturing and producing exceptional video depositions for a range of cases, including personal injury, medical malpractice, and auto accidents. My ability to produce clear and compelling footage has been a critical factor in helping attorneys achieve successful outcomes in their litigated cases.

2005

2005

3D ANIMATOR & GRAPHIC ARTIST | NEW RIVER PRODUCTION GROUP

St. Petersburg, Florida | www.aprovideo.com

At New River Production Group, I utilized my expertise in 3D animation to create visually impactful content for government-related videos using Maya. I also honed my skills in post-production video editing and compositing with Adobe After Effects. I made a notable contribution by designing the layout of a military training manual and a DVD marriage counseling course for Counsel Works. I also performed auxiliary tasks such as DVD/CD/VHS duplication.

2004

2004

INTERNSHIP | TRI-DIMENSIONAL ANIMATION STUDIOS

Tampa, Florida | www.tridstudios.com

During my three-month internship at Tri-Dimensional Animation Studios, I was responsible for managing the mayatraining.com website. I answered user questions on the online forum, and shared my custom paint effects brushes and textures with the community. I also created tutorials to teach others how to design custom brushes and animate moving eyes using set driven keys. My additional responsibilities included setting up 3-point lighting on characters for print materials and fulfilling various office duties.



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EDUCATION

2009

2010

AUTOCAD FOUNDATION CERTIFICATE

PASCO-HERNANDO STATE COLLEGE

New Port Richey, FL | www.phsc.edu

- President's Honors List
- 3.80 GPA

2001

2004

BFA & AS | COMPUTER ANIMATION

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY

Tampa, FL | www.iadt.edu

- BFA 2004 | Deans List / Cum Laude
- AS 2003 | 3.58 GPA / Cum Laude

1995

2000

GENERAL EDUCATION

ST. PETERSBURG COLLEGE

St. Petersburg, FL | www.spcollege.edu

- Successfully Accomplished 49 Credit Hours
- Transferred to the International Academy of Design & Technology

1991

1995

GENERAL EDUCATION

NORTHEAST HIGH SCHOOL

St. Petersburg, FL | www.northeast-hs.pinellas.k12.fl.us

- High School Diploma



LICENSES & CERTIFICATIONS

2023

FAA PART 107 CERTIFIED DRONE PILOT

FEDERAL AVIATION ADMINISTRATION

Tampa, FL | January 2023



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SOFTWARE SKILLS

	Adobe Creative Cloud		Slack
	Final Cut Pro		Wordpress / HTML
	Cinema 4D		Canva
	Maya		Microsoft Office
	Chyron Prime & Axis		Apple iWork
	Camio Asset Manager		Google Docs
	Midjourney		PC / Mac
	ChatGPT		



PROFESSIONAL SKILLS

	Graphic Design		Web Design
	Video Production		Creative Direction
	Animation		Project Management



PERSONAL SKILLS

	Teamwork		Management
	Leadership		Organization
	Communication		



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WORK PORTFOLIO

1 Winter Wall Mural

This is a mural I designed for Winter's Dolphin Tale Adventure, a museum style exhibit displaying props and memorabilia from the movie Dolphin Tale.

2 Mine Shaft Explosion

Here is a frame from an animation of a mine shaft explosion that was modeled, textured and animated in Cinema 4D and composited in Adobe After Effects.

3 Valpak Ads

Portfolio of various Valpak ads and coupons that were designed during my employment with Cox Target Media.

4 Deep Sea

Here is a frame from a jellyfish animation that was textured and animated in Cinema 4D using Xpresso and composited with Adobe After Effects.

5 PVTOL Vehicle

This is a frame from an animation of a personal vertical take-off and landing vehicle that was modeled, textured, and animated in Cinema 4D.

