

Frank Petronio believes that the quality of a customer's experience is the key determinate of a brand's success. Frank helps companies connect with their customers by delivering insightful planning, objective writing, intelligent design, and powerful images for all forms of media..

History *Since January 2000* – Owner of **Cleanpage Marketing Insight**, a one-person business. Work includes market research, planning, writing, design, illustration, photography, and production. Also responsible for ongoing business operations, including managing vendors, marketing, and new business development.

1984 to 2000 – Freelanced at regional ad agencies as art director, designer, and photographer. Petronio's studio, on East Avenue in Rochester, provided scanning, digital imaging, and proofing from 1993-1998.

Recent Projects *one* – Planned and produced an international marketing and public relations campaign for Frank Lloyd Wright's *Blue Sky Mausoleum*. Worked with the Frank Lloyd Wright Foundation at Taliesin West. Campaign led to coverage in *Metropolis*, *Stern*, *The New York Times*, and *The Wall Street Journal*. Designed and produced a 96-page hardbound book, website, collateral and identity materials. Cited as a *Metropolitan Home Top 100* design project in 2004. *two* – Research, planning and execution of Pioneer Millworks' marketing campaign. Photographed upscale architectural subjects in Aspen, Colorado for print ads and brochures. Website achieved top search engine results in its product category. Sales tripled within six months of launch. *three* – Based on Cleanpage's off-the-cuff ideas, Weidmann Technologies AG commissioned research and a marketing plan to repurpose an existing industrial product. Developed naming, brand identity, and product launch materials for RhythmBoard, targeting industrial design and architectural markets. Created website, displays, and sales literature. With over ten million dollars of sales, RhythmBoard is used by Mercedes-Benz and Herman Miller. *four* – Design, editing, and production of books, including *The Blue-Sky Mausoleum of Frank Lloyd Wright*; *Classic Buffalo, a Heritage of Distinguished Architecture*; *Déjà View*; *The Rephotographic Survey of Bologna, Italy*; and *Rochester Routes, Tours of Monroe County*.

Also **Over 100 websites** designed and developed since 1995, including sites for DuPont and Char-Broil Grills.

Teaching design, digital imaging, and photography at the International Center of Photography and the Visual Studies Workshop. **Consulting** on imaging for Adobe, Scitex, and Dai Nippon Screen. **Profiled** in *Ad Week*, *Communication Arts*, *Photo District News*, *Print*, and *Step* magazines. **Photography** used in *Architecture*, *Forbes*, *Fortune*, *Newsweek*, and *Worth* magazines, as well as numerous advertising campaigns, annual reports, books, brochures, and posters. **Educated** at the school of practical experience (also received a Bachelor of Science in Visual Design from the University of Oregon in 1984.)