

JUDY UNGAR FRANKS

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SUMMARY OF QUALIFICATIONS

An industry leader and innovator who understands the powerful intersection of consumer insight, media relationships, and brand experiences. A practitioner with deep expertise in media strategy and broad experience in integrated marketing communications. A visionary who asks the right questions, fields the right research, and ultimately unearths meaningful insights to drive business outcomes. An author who creates clarity from chaos to help students, marketers and the media make sense of a messy media world. A teacher who can inspire new thinking in both academic and corporate training settings. Areas of expertise:

- **Audience Analysis and Insight: both qualitative and quantitative design, analysis, and application**
- **Media Economics, Insight and Strategy: across industries/targets/media**
- **Integrated Marketing Communications: briefing/planning/evaluation/instruction**
- **Marketing Communications Agency Structure and Compensation Models: past/present/future**
- **Media Department Management: staffing/service/innovation/outcomes**
- **Strategic Planning: architect for both traditional and digital agencies, along with media/message integration**
- **Training and Development: both Corporate and Academia.**
- **Publishing and Speaking: author and keynote speaker for industry and the academy**
- **Instructional Design: both on premise and online curriculum design and implementation, skilled in UDL**

CURRENT PROFESSIONAL EXPERIENCE

NORTHWESTERN UNIVERSITY, Evanston, IL

Fall 2008 – Present

Assistant Clinical Professor, Medill School of Journalism, Media, Integrated Marketing Communications (September 2020-Present)

- Courses: Consumer Insight (Undergraduate), Media and Message Delivery (Undergraduate), Media Foundations (Graduate: FT and IMC Pro), Media Insight and Strategy (Graduate: FT), IMC Immersion Quarter (Graduate FT), IMC Independent Study (Graduate: FT)

Lecturer, Medill School of Journalism, Media, Integrated Marketing Communications, NU School of Communication (October 2011-August 2020)

- Courses:
 - **Medill Courses:** Consumer Insight (Undergraduate), Media and Message Delivery (Undergraduate), Media Foundations (Graduate: FT and IMC Pro), Media Insight and Strategy (Graduate: FT), IMC Immersion Quarter (Graduate FT), IMC Independent Study (Graduate: FT)
 - **NU SoC Courses:** Marketing Strategies for Creative Enterprises (Graduate, MSLCE)

Lead Faculty, Strategic Alliance with Northwestern University and 2U (Winter 2021-Present)

- Course Design and Delivery: Digital Media and Marketing Strategy

Executive Education:

- IMC Executive Education: Assisted Associate Dean and IMC Dept Chair on planning and development for all IMC Executive Education Initiatives from Fall 2008 until Fall 2019
- Senior Director of Executive Education: Media Management Center at Medill from Fall 2011 until the Media Management Center was fully integrated into Medill

Northwestern University Faculty Senate: (September 2019-Present)

- Committee Responsibility: NTE Faculty Committee

Teaching Honors:

- IMC Teacher of the Year
- ASG Faculty Honor Roll (Multiple Years)

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, Chicago, IL

Spring 2019-Present

Director, Institute of Advanced Advertising Studies (Spring 2020-Present)

- Responsible for all facets of recruitment, design and implementation of the prestigious Institute of Advanced Advertising Studies. This exclusive program (now in its 50th year) was developed by the 4A's to provide exclusive training for rising stars in the marketing communications agency industry.
 - 2020 Pitch Assignment: The City of Chicago: 77 Neighborhoods/One City
 - Developed an online course portal that was then adopted by 4A's markets across the country

Assistant Director, Institute of Advanced Advertising Studies (Spring 2019-Spring 2020)

- Assisted the Director with instructional design and delivery of specific sessions of the IAAS program.
 - 2019 Pitch Assignment: The Anti-Cruelty Society of Chicago

THE MARKETING DEMOCRACY LTD, Greater Chicago Area

2008 – Present

President and Founder, The Virtual Marketing Democracy (Spring 2021)

- Launched a virtual platform for businesses of all sizes to gain access to marketing insights that will lead to profitable growth in a digital media and marketing landscape.
- Strategic alliances with both for profit and non-profit organizations to offer access to virtual curriculum

President and Founder, The Marketing Democracy (Fall 2008)

- Launched The Marketing Democracy, Ltd. To help marketers, their agencies and the media solve business challenges through the power of integrated solutions. The Marketing Democracy focuses at the intersection of Brand, Content and Channel.
- Clients of The Marketing Democracy include: Viacom (Nickelodeon and MTV), LEGO, Anheuser Busch, Sierra Nevada Brewing Company, McDonald's, and Wrigley.

PAST PROFESSIONAL EXPERIENCE

ENERGY BBDO, Chicago, IL

2005 – 2008

Executive Vice President, Director of Brand Behavior

STARCOM WORLDWIDE, Chicago, IL

1999 – 2005

Senior Vice President, Media Director

EURO RSCG, Chicago, IL

1988 – 1999

Senior Partner, Director of Media Operations

FOOTE, CONE AND BELDING, Chicago, IL

1987 – 1988

Media Planner

LEO BURNETT COMPANY, Chicago, IL

1985 – 1987

Media Buyer/Planner

PROFESSIONAL MARKETING AND MEDIA AWARDS

Media Honors: Bronze Clio Award (LEGO Revenge of the Brick), Mediaweek/Adweek Media Plan of the Year (LEGO Make and Create), Cannes Media Lion Finalist: LEGO Bionicle

EFFIE Honors: Allstate (Gold) and Hallmark (Silver)

Chicago Magazine Association: 2003 Vanguard Award Recipient (Award now known as the Bill Harmon Award)

EDUCATION

B.A., Telecommunication, Salutatorian of Major, Michigan State University, East Lansing, MI

June, 1985

PUBLICATIONS AND CONFERENCES

- Text: Media: From Chaos to Clarity (c: 2011, 2018) Kindle Direct Publishing
- Chapter: The New Advertising, “Content Strategy in a Paid, Owned, Earned Media World” (c:2016) ABC Clio
- Klepner’s Advertising Procedure (c:2007) Prentice Hall
- Academic Conferences and Journal Publications: JAR, IJAR, ESOMAR, WMEC, WARC/Admap, AEJMC
- American Association of Advertising Agencies (Presenter, IAAS/ Director, IAAS)