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**F R A N K K A I S E R**  
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**CLEARWATER, FLORIDA 33763**

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**PROFESSIONAL EXPERIENCE**

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**ADVERTISING • World-Class Advertising Agencies**

**Leo Burnett Company**, Chicago. Associate creative director on Kellogg's Cereals, Maytag Appliances, Philip Morris, Allstate Insurance, Campbell's Soup, Harris Bank, and others.

**Young & Rubicam**, New York. Copy supervisor/television producer on Birds Eye and Post divisions of Kraft Foods, General Electric Home Entertainment Division, Procter & Gamble's Safeguard, Borden's, Daimler-Chrysler/Corporate, *Time Magazine*, and General Cigar.

**N.W. Ayer**, Philadelphia and New York. Created print and broadcast advertising for Atlantic Richfield, CIGNA Insurance, Plymouth, United Airlines and *Newsweek Magazine*.

**MARKETING/ADVERTISING/PR • Regional Advertising Agencies**

**Frank Kaiser Associates/Advertising**, Chicago. President and creative director of this team providing marketing, advertising and public relations services to regional and national advertisers. Clients included companies in healthcare, real-estate development, fast-food franchising, electronics, retail banking, manufacturing, and wholesale travel.

**Kaiser Communications Incorporated**, Clearwater and Miami. Creative director of this boutique specializing in creative print, collateral and Internet marketing services for advertising agencies, nonprofits, high-tech and medical marketers including J&J's Cordis Corporation, Expert Software, Diamedix, F3 Software, 3i Innovative Implants, StreetSmarts Coalition, Women Protecting Women, and Softsync.

*Mr. Kaiser is the recipient of Hermes, ADDY and other awards for creative excellence including direct marketing's highest commendation for effectiveness. He creates effective, successful advertising and PR for both traditional and non-traditional media. His advertising plans and creative strategies launch ideas that move people, changing the way they think and behave. He is proficient with Word, Word Perfect, Quark, Photoshop, ImageReady, GoLive, PageMaker, and other marcom/publishing tools.*

**PUBLISHING • New and Renewed Publications**

**Founding editor-in-chief/designer/Webmaster/co-chair** of 1997 - 2000 nonprofit *StreetSmarts*, empowering the homeless with guaranteed jobs and immediate income as they worked toward self-sufficiency (color, 32-48 pages, circulation 15,000 to 20,000).

**Founding editor-in-chief/associate publisher** of profitable 1990 start-up *Real Estate Resource Book* (monthly, 120 pages, circulation 20,000).

**Designer/Founding editor-in-chief** of successful 1988 Key West start-up weekly *Island Life* (tabloid, 36 - 48 pages, circulation 12,000 to 20,000).

*Mr. Kaiser is intimate with all aspects of writing, editing, public relations, and publishing. He's skilled in electronic design and layout. Kaiser's articles and award-winning photographs have been published in the US, Germany, Spain, and the UK. His recent articles on Russia are available at <http://www.kaisercom.com/published.html>. He writes a popular nationally syndicated weekly column, Sudden Senior, [<http://www.suddenlysenior.com>]. Kaiser is a member of Sigma Delta Chi, the National Honorary Journalism Society.*

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**EDUCATION**

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**DePauw University**, Greencastle, Indiana - B.A. in journalism/political science/international relations.

**University of Edinburgh**, Edinburgh, Scotland - D.P. in political theory/international relations.

**Columbia College**, Chicago - Adjunct professor of advertising strategy and copywriting.

**USAID**, Washington; Eastern Europe, Moscow - Teaching seminars and workshops on marketing.

Consulting with small businesses (up to 1,000 employees) in Poland and Russia on marketing and advertising.

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