
F R A N K L I N D . K A I S E R
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WRITING EXPERIENCE

Nationally syndicated columnist, 2000 to present. Creator of popular, award-winning Suddenly Senior Website "for everyone who's become senior before their time." Suddenly Senior, the humor and opinion column, is syndicated to senior sites on the Internet and to newspapers from Key Largo, Fla., to Olympia, Wash.

Founding editor-in-chief of 1997 - 2000 start-up StreetSmarts. [Monthly, 32 pages, circulation 22,000.]

An advocacy magazine sold by South Florida's poor and homeless creating income and empowerment.

Founding editor-in-chief/associate publisher of 1990 start-up Real Estate Resource Book. [Monthly, 120 pages, circulation 20,000.]

Designer/Founding editor-in-chief of profitable 1988 Key West start-up weekly Island Life. [Thirty-six - 48 pages, circulation 12,000 to 20,000.]

Highlights — Frequent contributor to The Miami Herald's Op-Ed Page and to social justice, poverty-issue, and travel publications. See recent articles and photos at <http://www.kaisercom.com/published.html>; recent weekly humor at <http://www.suddenlysenior.com>.

Mr. Kaiser is intimate with all aspects of writing, editing, and publishing. He's skilled in electronic design and layout. His articles and photographs have been published in the US, Germany, Spain, and the U.K. He is a member of the National Honorary Journalism Society, board member of the ACLU.

MARKETING/ADVERTISING/PR

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

Young & Rubicam, New York. Copy supervisor on Birds Eye and Post divisions of Kraft Foods, General Electric's Home Entertainment Division, Procter & Gamble's Safeguard, Borden's, DaimlerChrysler [Corporate], Time, and General Cigar.

N.W. Ayer, Philadelphia and New York. Created print and broadcast advertising for Atlantic Richfield, Insurance Company of North America, Plymouth, United Airlines, and Newsweek.

Frank Kaiser Associates/Advertising, Chicago. President and creative director of a 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, Miami/Clearwater. Creative boutique specializing in serving advertising agencies and high-tech marketers including J&J's Cordis Corporation, Expert Software, Diamedix, F3 Software, 3i Implant Innovations, and Softsync. See samples at www.kaisercom.com.

Mr. Kaiser is the recipient of Hermes, ADDY and many other awards for creative excellence including direct marketing's highest honor. He effects successful plans for advertising, media, PR and marketing. He creates effective and profitable print, broadcast, direct-mail, and Web sites, both consumer and business to business.

EDUCATION

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

University of Edinburgh, Edinburgh, Scotland - D.P. Honours, Political Theory.

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

USAID, Washington; Eastern Europe, Russia - Teaching seminars and workshops on marketing. Consulting with small businesses [up to 1,000 employees] in Poland and Russia on marketing and advertising.
