



Frank DeMarco

At the helm of Outside The Box Interactive, LLC, Frank brings to bear over three decades in the communications industry and a broad range of related marketing and advertising experience. He has had success both as a Creative Director and a Managing Executive.

Frank began his career at Times-Mirror Publishing (designer; book division) and then at PW Communications, Inc., a medical magazine publisher, where he served as creative director of two monthlies, and created the visual identity for The Female Patient and Primary Cardiology.

His interests led him to found his own design studio, Flying Eye Graphics, where he expanded into advertising, sales promotion and marketing. His clients included CBS Records, Pfizer, International Paper and Ziff-Davis Publishing. At the same time he began lecturing at the AIGA and other organizations, on “The Business of the Design Profession”, and started a teaching career at Parsons School of Design and later at FIT.

In the 1980’s opportunities arose to work in film and multimedia at The X Group, where his responsibilities included designing and producing large scale, multi-dimensional multimedia programs for clients such as IBM, American Express, and Citicorp.

Subsequently, Frank went on to become VP, Director of Creative Services on Wall St at Donaldson, Lufkin and Jenrette and later as Senior VP, Director of Operations for Design Associates, Inc., a leading sales promotion agency.

Frank holds a Professional Degree of Fine Arts from Parsons School of Design and has studied at the New School for Social Research, SUNY Purchase, Pratt Institute’s Computer Arts Forum and Harvestworks Digital Media Arts.

Frank is currently a mentor at NYU and has judged a number of creative awards including MARCOM.

His own awards span interactive media, print advertising, packaging and marketing programs, including Best Consumer Promotion for the co-promotion he produced for Maxwell House Coffee and the Home Shopping Club.

150 bay street
suite 706
jersey city, nj 07302
tel: 201.610.0625
www.outboxin.com