

# STEVE FRONCZEK

## PROFILE

I am a multidisciplinary creative with extensive work experience in graphic design, photography, web design, internet sales, domestic and international manufacturing, forensic research, archiving and preservation, retail management, online and social media outreach, TV & Movie entertainment licensing, and consumer products.

## EDUCATION

*Sam Houston State University*

Bachelor of Arts:  
Mass Communication:  
Broadcast Journalism

## SKILLS

Vendor relationship management

Concept development

Branding architecture

Quality standards

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## EXPERIENCE

**10 years**  
of experience



### ▶ ANOVOS

*Creative Services Manager and Consumer Products Engineer*

**Oct 2013 – present**

Work very closely with Senior Executives and Development Director managing creative output - from concept to production - to ensure entertainment licensed products meet creative strategies as well as brand relevancy throughout the creative development process for our Low-Volume/High-Value products.

### ▶ Propworx

*Associate Art Director and Archivist*

**Oct 2008 – Jul 2009**

Implemented company branding and auction catalog preparation for an auction entity entrusted by NBC/Universal and Marvel Inc. to sell screen-used production props, costumes, and set pieces through special live and internet auctions. I documented, classified, photographed, and preserved screen-used production assets as well as created auction branding which helped integrate these special events into the studio's marketing campaigns.

### ▶ The Cobalt Group

*Sr. Lead Web Content Specialist*

**2000 – 2006**

Team lead of 6+ web designers for website creation and maintenance division of an e-business solutions company, which provided internet services, technology, and knowledge to the automotive retail market.