

Frankie Francis (She/Her/Hers)

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SUMMARY

Creative content marketer and strategist with 9+ years of experience crafting stories that connect and convert. I design campaigns that amplify brand voice, grow digital communities, and drive measurable results across social and web platforms. Skilled at content strategy, elevating brand presence, and collaborating with leadership from start-ups to established brands.

PROFESSIONAL EXPERIENCE

Content Writer

Next|Health, Hybrid | Los Angeles, CA | May 2024 – Present

- **Content Creation & Brand Voice:** Craft clear, engaging, and medically accurate content for blog, website, email and SMS campaigns, and social media channels, reflecting the brand's mission to optimize health and longevity.
- **Collaboration & Storytelling:** Work closely with marketing and clinical teams to translate complex wellness topics into approachable, on-brand storytelling that resonates with target audiences.
- **Social Media Strategy:** Provide copy direction for Instagram captions, reels, and educational infographics, ensuring messaging aligns with campaign goals and visual assets.
- **SEO & Engagement Optimization:** Implement SEO best practices to enhance organic reach, visibility, and engagement across digital platforms.
- **Content Planning & Strategy:** Support content strategy development and editorial planning, using engagement insights and analytics to inform content decisions and optimize performance.

Social Media Manager – Contractor

The Holistic Remedy, Remote | January 2024 – May 2024

- **Content/Brand Audit:** Conducted a content audit of the company's Instagram and website and competitor research, providing actionable recommendations to optimize content to align with business goals, enhance user experience, and differentiate from competitors.
- **Content Marketing Strategy:** Develop comprehensive content strategies, planning content one month in advance to align with brand messaging, focusing on the holistic practitioners' services, offerings, podcast, and holistic lifestyle.
- **Content Creation:** Design visually appealing Instagram posts, including sourcing images, photography, videography, editing reels, and crafting engaging captions to enhance brand presence, increase engagement, and drive client leads. Write weekly newsletters and monthly blog posts, ensuring content is tailored to resonate with target audiences and foster ongoing engagement.

SEO Copywriter – Contractor

Mae's Media, LLC, Remote | October 2023 – Present

- **Copywriting and Brand Management:** Develop unique and compelling long-form recipe blog articles for five food blogger clients that align with each client's brand voice, target audience, and SEO goals.
- **SEO Optimization:** Boosted a client's website traffic by 150% in three weeks, with 81.8K total clicks over two months of consistent SEO and content marketing strategies; and increased total impressions by 133% in three weeks, with 3.67M total over two months.

Director of Content and Strategic Operations

The Ancient Youth, Los Angeles, CA | September 2023 – Present

- **Content and Brand Strategy Alignment:** Integrate content marketing strategies with operational goals to enhance brand storytelling and customer engagement on the sustainable fashion brand's Instagram: [@theancientyouth](#). Spearheaded a new product launch content campaign over 30 days, achieving a 6.3x increase in website traffic and 4.6x growth in sales.
- **Strategic Development:** Develop and execute long-term operational plans to support growth and market expansion, including brand partnerships, store placements, and innovative product launches, aligned with sustainability goals.

Content Marketing Manager – Contractor

Soundings, Remote | Jan 2022 – October 2024

- **Copywriting & Content Strategy Leadership:** Led content marketing strategies aligned with business goals, supporting Soundings' founder and CEO. Developed key materials, including thought leadership articles, case studies, sales collateral, email campaigns, social media content, website copy, internal SOPs, and brand guides, ensuring SEO alignment and market relevance.
- **Brand Management & Network Development:** Oversaw brand management and talent network recruitment, increasing the network of freelance event professionals by +55% within six months. Cultivated strong relationships with over 200 corporate partners, driving both domestic and international retention.
- **Web Rebranding & Strategic Communications:** Spearheaded the content strategy for a website rebranding, resulting in a 35% decrease in bounce rate, +45% increase in network members, and +40% increase in web form leads within four months. Managed B2B and B2C communications, creating compelling email flows, and orchestrated monthly campaigns across Instagram, Vimeo, LinkedIn, and Facebook to ensure cohesive messaging.

Senior Copywriter, Content Strategist – Contractor

The Collective, Remote | August 2022 – June 2023

- **Lead Copywriter and Copyeditor:** Primary copywriter and meticulous copyeditor for marketing materials utilized in sales endeavors, including succinct one-pagers, compelling pitches, persuasive presentations, comprehensive case studies, and crucial internal communications like brand guides.
- **Content Marketing Strategy Leadership:** Developed a comprehensive content marketing strategy for the company's website branding initiative.
- **Client-Centric Content Creation:** Formulated written content and strategically guided content strategies for company clients, with a dedicated focus on optimizing user experience (UX).

Social Media Manager – Contractor

The Free Spirits Company, Los Angeles, CA | Oct 2021 – Jan 2022

- **Social Media Strategy & Brand Development:** Established the brand voice and Instagram aesthetic, creating content campaigns that increased followers and engagement by 80+%.
- **Content Creation & Campaign Execution:** Designed posts, captions, and visual content for Instagram while executing strategic campaigns that integrated social media with broader marketing initiatives.
- **Influencer Collaborations & Partnerships:** Coordinated high-impact influencer partnerships to grow brand awareness during Sober October and holiday campaigns, including TV personality and celebrity hairstylist [Robby LaRiviere](#), mixologist [Sarah Lawrence](#), and celebrity hairstylist [Ben Skervin](#).
- **Performance & Results:** Leveraged social media campaigns to drive e-commerce success, boosting Q4 sales from \$1.07M to \$3.2M and increasing conversion rates to 3%.

Public Relations Coordinator – Contractor

June Collective, Los Angeles, CA | Oct 2021 – Jan 2022

- **Strategic PR Campaign Initiation:** Spearheaded the conceptualization and execution of impactful PR campaigns for prominent brands, namely Splits59 and HUM Nutrition.
- **Dynamic Brand Partnerships:** Pioneered innovative brand partnerships by leveraging engaging social media giveaways and orchestrating successful events to bolster brand visibility and engagement. Including HUM Nutrition sponsorship for a MONROW event and Splits59 sponsorship for The Ness x Eva Longoria fitness event.
- **High-Profile Press Placements:** Orchestrated and secured press placements, including prestigious outlets such as Forbes (96.2 million impressions), EXTRA T.V. (1.3 million impressions), and Daily Beast (31.4 million impressions).

Social Media Manager – Contractor

Luna Nueva, El Paredón, Guatemala | February 2023 – Present

- **Social Media Content Creation:** Develop engaging and aesthetic photography and videography for business Instagram, highlighting the boutique hotel's unique ambiance, offerings, and events to foster community connection and growth.
- **Influencer Collaboration:** Coordinate and manage partnerships with local influencers to extend brand reach and amplify marketing campaigns.

- **Community Engagement:** Build and maintain a loyal online community through consistent interaction, personalized responses, and strategic content curation.

Instagram Marketing Manager, Brand Consultant – Contractor

Kahuna Design Build, El Paredón, Guatemala | January 2022 – February 2023

- **Content Strategy and Brand Voice Management:** Led the development and execution of content strategy for business Instagram, resulting in a +280% increase in account reach, +350% engagement, +656% post interactions, and a +35% growth in followers in one month.
- **Customer Relations:** Coordinated and responded to customer inquiries across social media platforms, ensuring positive engagement and brand consistency.
- **Content Creation:** Created Instagram posts and wrote compelling and engaging captions aligned with the brand voice that resonated with the target audience, focusing on sustainable, environmentally friendly design and utilizing local vendors.

Content Marketing Manager

Voltage Control, Austin, TX | Nov 2019 – Oct 2021

- **Strategic Content Development & Execution:** Developed and executed a dynamic monthly content calendar and B2B/B2C campaigns in close collaboration with the founder & CEO. Integrated SEO strategies, resulting in a fivefold increase in brand awareness and a threefold surge in sales across website, email, and social media channels.
- **Marketing Department Leadership & Talent Acquisition:** Spearheaded the creation of operational systems and processes for content marketing, which led to the growth of a robust marketing department. Recruited and managed a content team, including four contract writers, a brand designer, and a social media coordinator.
- **Thought Leadership & Impactful Content:** Led content creation to establish the brand as an industry thought leader, including weekly thought leadership articles, social media content, and a podcast series on design thinking, innovation, and meeting culture.
- **Partnership & Content Series Launch:** Pioneered a five-part "better meetings" content series in collaboration with MURAL, generating 3.5 million impressions and securing an extended partnership for industry events and content collaborations.

Founder, Content Creator

Birdi Bites, Los Angeles, CA | January 2017 - Present

- **Founded an Empowering Culinary Brand:** Developed an allergy-friendly culinary/baking brand to empower people to deepen their connection with food through flavorful, whole-food recipes. Prepare an array of organic, gluten-free, vegan, and no-refined sugar baked goods, curated for e-commerce distribution and retail collaboration with esteemed business partners.
- **Content Creator:** Skilled in photography and videography to produce high-quality content aligned with brand aesthetics.

Marketing Communications Manager

Bullwinkle's Bar, Lawrence, KS | August 2015 - January 2019

- **Strategic Advertising and Content Direction:** Led and directed business advertising and content marketing initiatives across social media platforms and the company website, including capturing high-quality photography and videography, driving a surge of over 80% in Instagram followers and engagement.
- **Strategic Campaign Planning:** Formulated and executed well-calibrated social media giveaways strategically aimed to bolster e-commerce merchandise and liquor sales. These campaigns drove a 40% increase in sales.
- **Dynamic Team Management:** Demonstrated leadership by effectively managing and providing training to a diverse team of over 40 staff members. Ensured seamless alignment with company procedures and consistently upheld operational excellence.
- **Party Planning Coordination:** Party planner coordinator in charge of orchestrating events, including customer parties, business partnership events, faculty gatherings, and weekly live music concerts.

EDUCATION | HONORS

BS in Journalism | Minor in Psychology

University of Kansas, Lawrence, KS, 2011 - 2015

- Women's Cross-Country Team Captain, 2013 - 2015

- First-Team Academic All-Big 12, 2013 - 2015

SOFTWARE PROFICIENCY

Figma, Canva, Frame.io, MURAL, Squarespace, WordPress, Mailchimp, SendGrid, Trello, Excel, Slack, Google Analytics, Basecamp, ZOHO, HubSpot, PowerPoint, Google Suite, Microsoft Suite, Kit.

VOLUNTEERING

LINK Kitchen, Jan. 2009 – Aug. 2018 | KU Student-Athlete Advisory Committee, Nov. 2014 – May 2015 |
Big Brothers Big Sisters of America, Aug. 2012 – Aug. 2014