

Frankie Francis (She/Her/Hers)

Los Angeles, CA | frankiemarief@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Creative and accomplished content marketer with over eight years of experience crafting compelling narratives that drive engagement and resonate with target audiences. Skilled in content strategy, brand storytelling, and SEO, adept at leading content teams and delivering exceptional results.

PROFESSIONAL EXPERIENCE

Senior Copywriter, Marketing Communications

Los Angeles, CA (Freelance)

Consultant

Jan 2022 – Present

Soundings

- **Content Strategist and SEO Specialist:** Drive content strategy aligned with business objectives and SEO best practices, optimizing a diverse range of materials including thought leadership articles, case studies, email campaigns, and website copy.
- **Brand Development and Talent Recruitment:** Strategically manage brand development, resulting in a +55% increase in freelance event professionals and nurturing relationships with 200+ corporate partners to enhance retention.
- **Web Rebranding Expert:** Spearheaded content marketing for website rebranding, achieving a 35% decrease in bounce rate, a 45% surge in network members, and a 40% increase in web form leads within four months.

Senior Copywriter, Content Strategist

Los Angeles, CA (Freelance)

The Collective

August 2022 – June 2023

- **Lead Copywriter and Content Editor:** Primary creator and editor of marketing materials, crafted compelling pitch decks, presentations, and case studies to drive sales.
- **Strategic Content Marketing Leadership:** Developed comprehensive content strategies for website branding, focusing on client-centric UX optimization resulting in a significant increase in website traffic and user engagement.

Communications Manager (Public Relations)

Los Angeles, CA (Freelance)

Break Point Media

Oct 2021 – Jan 2022

- **Strategic PR Management:** Orchestrated cross-functional strategic relationships, PR campaigns, and influencer collaborations for The Free Spirits Company leading to millions of valuable impressions – notably secured a placement for the Free Spirits Company Sober October segment 'How to Protect Your Gut During the Holidays' on NBC California Live (2.9 million impressions) with [Robby LaRiviere](#).
- **Brand Development Pioneer:** Developed proactive initiatives for The Free Spirits Company brand voice development resulting in an 80% social media engagement surge and tripled e-commerce sales, from \$1.07M in 2021 to \$3.2M in 2022.

Public Relations Coordinator

Los Angeles, CA (Freelance)

June Collective

Oct 2021 – Jan 2022

- **Innovative PR Campaign Initiatives:** Conceptualized and executed impactful PR campaigns for Splits59 and HUM Nutrition, securing press placements with Forbes (96.2 million impressions), EXTRA T.V. (1.3 million impressions), and Daily Beast (31.4 million impressions), enhancing brand visibility and recognition.

- **Dynamic Brand Partnerships:** Forged strategic partnerships through engaging social media initiatives, elevating brand engagement and visibility – notably spearheaded a sustainable holiday gift guide collaboration with HUM Nutrition and Splits59.

Content Marketing Manager
Voltage Control

Austin, TX
Nov 2019 – Oct 2021

- **Strategic Content Execution:** Developed B2B and B2C campaigns resulting in a five-fold escalation in brand awareness and a threefold surge in sales across website, email, and social media platforms.
- **Talent Acquisition and Leadership:** Grew the content team from two members to seven within one year, and led project management for content marketing initiatives, managing contract writers, a brand designer, and a social media coordinator.
- **Innovative Thinking and Strategic Vision:** Secured a partnership with MURAL and developed a five-part content series featured on MURAL's website achieving 3.5 million impressions.

Social Media Marketing Manager
Bullwinkle's Bar

Lawrence, KS
August 2015 - January 2019

- **Strategic Marketing and Engagement:** Drove an 80% increase in Instagram followers and engagement, and a 40% boost in e-commerce sales through well-calibrated social media campaigns.
- **Effective Team Leadership and Collaboration:** Managed a team of over 40 staff members, ensuring operational excellence and successful event coordination.

Education | Honors

Bachelor of Science in Journalism
University of Kansas

Lawrence, KS
2011 - 2015

- Women's Cross-Country Team Captain (2013 - 2015)
- First-Team Academic All-Big 12 (2013 - 2015)

Skills

Content Marketing Strategy, Copywriting, Copyediting, Content Management, Brand Management, Brand Development, Public Relations, Communication, SEO Optimization, Strategic Marketing, Team Leadership, Talent Acquisition, Event Marketing, Social Media Marketing, Analytics, Relationship Building, Project Management, Facilitation, Web Content Writing

Software Proficiency

Canva, MURAL, Squarespace, WordPress, Trello, Excel, Google Analytics, Figma, Basecamp, ZOHO, HubSpot, PowerPoint, and Google Suite.

Interests

Founder
Birdi Bites

Los Angeles, CA
January 2017 - Present

- **Empowering Culinary Brand Development:** Established and grew an allergy-friendly culinary brand, achieving significant e-commerce growth and retail collaborations.