

Frankie Francis

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

SUMMARY

Senior Copywriter & Content Strategist with 8+ years of experience creating B2B & B2C content that drives engagement and supports business goals, specializing in the food, health, and wellness sectors. Skilled in developing multi-channel content strategies, including website copy, blog posts, case studies, email marketing, and social media. Expertise in translating complex industry insights into clear, engaging narratives while optimizing content for performance. Collaborative team player experienced in executing impactful marketing initiatives focused on brand consistency and audience engagement.

PROFESSIONAL EXPERIENCE

Health & Wellness Content Creator – Contractor

The Holistic Remedy, Remote | January 2024 – Present

- Audited Instagram and website, including competitor analysis, to optimize content strategy, user experience, and brand differentiation.
- Develop monthly content plans aligned with brand messaging, promoting holistic health services through educational and engaging content.
- Design visually compelling Instagram posts, create and edit photography, videography, and reels, and craft captions to boost engagement and client leads.
- Write weekly newsletters and monthly blog posts, simplifying complex health concepts to educate and engage a wider audience.

SEO Copywriter – Contractor

Mae's Media, LLC, Los Angeles, CA | October 2023 – Present

- Develop SEO-optimized content for recipe blogs, increasing a client's organic website traffic by 3.5 million in six months.
- Create platform-specific messaging that amplifies client brands and connects meaningfully with target audiences.
- Collaborate with marketing teams to refine content strategy and enhance user engagement.

Senior Copywriter, Marketing Communications Consultant – Contractor

Soundings, Los Angeles, CA | January 2022 – October 2024

- Crafted engaging B2B and B2C copy for digital, social, and print channels, contributing to a 45% growth in membership and 40% rise in leads.
- Developed integrated content strategies for campaigns across multiple platforms, including social ads, thought leadership articles, and email marketing.
- Created brand guides for cohesive messaging and ensured creative direction aligned with strategic goals.

Senior Copywriter, Content Strategist – Contractor

The Collective, Los Angeles, CA | August 2022 – June 2023

- Conceptualized and developed brand storytelling materials for digital campaigns that improved user engagement and drove conversions.
- Collaborated with design teams to deliver creative, platform-appropriate content that enhanced the overall customer experience.
- Managed content calendars, producing diverse copy ranging from blogs to social posts, ensuring consistent brand voice.

Communications Manager (Public Relations) – Contractor

Break Point Media, Los Angeles, CA | October 2021 – January 2022

- Developed and executed PR strategies that boosted consumer brand visibility and engagement by creating integrated storytelling campaigns.
- Crafted compelling press releases, media pitches, and thought leadership articles to elevate brand profiles across top media outlets.
- Collaborated with influencers and media partners, resulting in increased brand awareness and engagement through earned media.

Public Relations Coordinator – Contractor

June Collective, Los Angeles, CA | October 2021 – January 2022

- Supported building and executing PR campaigns for Splits59 and HUM Nutrition, securing high-profile media placements in top publications.
- Created compelling brand stories and messaging for events, ensuring consistent voice across digital, social, and print advertising.
- Coordinated with influencers and media outlets to expand brand reach and elevate consumer experiences.

Senior Copywriter, Content Marketing Manager

Voltage Control, Austin, TX | November 2019 – October 2021

- Developed multi-channel B2B and B2C campaigns, boosting brand awareness 5x and sales 3x.
- Led large-scale content strategies, including experiential marketing campaigns and partnerships, resulting in 3.5 million impressions for a branded content series with MURAL.
- Coordinated with cross-functional teams to ensure cohesive and consistent brand messaging across all content touchpoints.

Content Creator

Luna Nueva, El Paredón, Guatemala | December 2021 - Present

- Create and curate engaging Instagram content, and write monthly SEO-optimized blog posts to engage prospective guests and share travel insights and information about Guatemala.
- Collaborate with influencers to enhance brand reach and engagement, ensuring consistency with the brand's voice.

Founder, Content Creator

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

- Founded and managed an allergen-friendly baking company, specializing in creating original recipes and educational content on nutrition.
- Developed and marketed a unique product line, building an engaged community of food lovers through social media and website articles.
- Utilized photography and video to drive sales and community engagement, maintaining a seamless customer experience through an online order system

EDUCATION | HONORS

BS in Journalism | Minor in Psychology

University of Kansas, Lawrence, KS

Women's Cross-Country Team Captain

First-Team Academic All-Big 12

SOFTWARE PROFICIENCY

Google Suite, Microsoft Suite, Canva, MURAL, Squarespace, WordPress, Trello, Excel, Google Analytics, Figma, Basecamp, ZOHO, HubSpot, PowerPoint, Slack, Notion, Ahrefs.