

# Frankie Francis (She/Her/Hers)

## Copywriter, Content Strategist, Content Marketer

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*[Writing Prompt](#); Portfolio: [frankiefrancis.journoportfolio.com](#)*

### Summary

Dynamic copywriter and seasoned content marketer with over eight years of experience crafting engaging narratives across diverse mediums. Proficient in SEO, content strategy, and marketing, I specialize in resonating with target audiences and telling compelling brand stories.

### Employment History

#### **Senior Copywriter, Marketing Communications Consultant at Soundings, Los Angeles (Freelance)**

Jan 2022 — Present

- **Copywriting Leadership:** Serve as the lead copywriter, meticulous copyeditor, and content strategist to align business goals, SEO, and content marketing trends for an array of crucial materials, including thought leadership articles, case studies, sales and marketing collateral, email campaigns, social media content, website copy, internal SOPs, and comprehensive brand guides.
- **Brand Management and Development:** Strategically oversaw brand management and development efforts to drive talent recruitment, resulting in a +55% increase in the network of freelance event professionals within just six months. Successfully nurture domestic and international retention by fostering relationship growth with over 200 corporate partners.
- **Content Strategy and Web Rebranding:** Spearheaded the content marketing strategy for a significant website rebranding project, delivering exceptional results: a notable 35% decrease in website bounce rate, a +45% surge in network members, and a +40% increase in webform customer leads—all achieved within just four months.
- **Strategic Communications Management:** Skillfully manage B2B and B2C marketing communications, creating engaging and persuasive email flows for business development and community engagement and orchestrating strategic monthly content marketing campaigns to ensure seamless alignment across diverse mediums.

#### **Senior Copywriter, Content Strategist at The Collective, Los Angeles (Freelance)**

August 2022 — June 2023

- **Lead Copywriter and Copyeditor:** Primary copywriter and meticulous copyeditor for a wide spectrum of marketing materials utilized in sales endeavors. These encompassed succinct one-pagers, compelling pitches, persuasive presentations, comprehensive case studies, and crucial internal communications, including the creation and maintenance of brand guides.
- **Content Marketing Strategy Leadership:** Led the development of 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).

#### **Communications Manager (Public Relations) at Break Point Media, Los Angeles (Freelance)**

Oct 2021 — Jan 2022

- **Strategic Cross-Functional Management:** Orchestrated and nurtured productive cross-functional relationships while effectively managing PR campaigns for esteemed brands, Pine Park and The Free Spirits Company.
- **Impactful PR Pitching:** Directed the PR pitching process, fostering robust connections with influential media partners including NBC Los Angeles, Cnet.com, and Eonline.com. This strategic approach led to the attainment of millions of valuable impressions. For example the Free Spirits Company Sober October segment 'How to Protect Your Gut During the Holidays' on California Live (2.9 million impressions).
- **Brand Development Leadership:** Spearheaded the dynamic brand development initiatives for The Free Spirits Company, skillfully crafting and maintaining a distinctive brand voice on Instagram and the company website, resulting in an impressive growth of followers and a remarkable engagement surge of over 80%. In Q4, marketing efforts increased the e-commerce conversion rate to 3% and sales increased from \$1.07M in 2021 to \$3.2M in 2022.
- **Influencer Collaborations and Project Management:** Established impactful influencer collaborations and strategic partnerships for The Free Spirits Company, including [Robby LaRiviere](#), [Ben Skervin](#), and [Sarah Lawrence](#).

## **Public Relations Coordinator at June Collective, Los Angeles (Freelance)**

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).

## **Senior Copywriter, Content Marketing Manager at Voltage Control, Austin, TX**

Nov 2019 — Oct 2021

- **Strategic Content Execution:** Devised and executed a dynamic monthly content calendar and meticulously planned B2B and B2C campaigns, synergizing with a strategic SEO approach. These efforts translated into a five-fold escalation in brand awareness and a threefold surge in sales across website, email, and social media impressions.
- **Effective Marketing Department Development:** Spearheaded the creation of strategic systems and operational processes, leading to the establishment and substantial growth of a robust marketing department. Notably expanded the team from a nucleus of two members to a cohesive unit of seven within one year.
- **Talent Acquisition and Leadership:** Successfully undertook the recruitment and adept project management of the content team, which included four adept contract writers, a brand designer, and a social media coordinator.
- **Innovative Thought Leadership:** Lead copywriter and copyeditor, establishing the brand as an industry thought leader. This was achieved through the consistent production of insightful weekly thought leadership and SEO articles, and a podcast series focusing on the latest design thinking methodology, innovation, facilitation, and meeting culture.
- **Impactful Content Series Launch:** Pioneered and wrote a comprehensive, five-part "better meetings" content series in collaboration with MURAL stakeholders and the content team, featured on MURAL's website (3.5 million impressions). The outcome was heightened brand exposure and an extended partnership for industry events and content collaborations.

## **Founder, Blogger at Birdi Bites, Los Angeles**

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. (Website: eatbirdibites.com)
- **Craft Nourishing Treats:** Prepare an array of organic, gluten-free, vegan, and no-refined sugar baked goods, curated for both e-commerce distribution and retail collaboration with esteemed business partners.

## **Social Media Marketing Manager at Bullwinkle's Bar, Lawrence, KS**

August 2015 - January 2019

- **Strategic Advertising and Content Direction:** Led and directed business advertising and content marketing initiatives across dynamic social media platforms and the company website, driving a surge of over 80% in Instagram followers and engagement.
- **Strategic Campaign Planning:** Formulated and executed well-calibrated social media giveaways strategically aimed at bolstering 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:** Proficient party planner coordinator in charge of orchestrating a diverse array of events that included customer parties, business partnership events, faculty gatherings, and weekly live music concerts.

## **Education | Honors**

### **University of Kansas, Lawrence, KS**

BS in Journalism, 2011 - 2015

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

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

## **Software Proficiency**

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