

# Bianca Franco

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## WORK EXPERIENCE

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### JeffreyM Consulting

*Social Media Strategist and Copywriter*

*August 2023 – Present*

- Developed and implemented a new proactive strategy for Microsoft OneDrive that has yielded consistently higher engagements and impressions YoY
- Collaborated with the reporting team to monitor the effectiveness of strategic initiatives, adjusting tactics dynamically based on performance data to meet and exceed targets
- Created and implemented a content creation workflow for strategist/copywriter and designer consistently achieving project deadlines and maintaining high-quality standards
- Strategically concept designs and create all copy-based content for X
- Manage designer's workflow to ensure all deadlines are met and designs follow brand guidelines and strategic approach

*Community Manager*

*September 2021 – August 2023*

- Developed and implemented new reactive tone of voice social media strategy for Microsoft Surface
- Assisted content team with copywriting, fan-engagement design concepts, and present content deck to stakeholders
- Handled day-to-day community management across Facebook, Twitter, Instagram, and YouTube with an engagement rate of 113% over goal
- Created fan engagement prompts, flag proactive social media trends, track and produce weekly/monthly theme reports
- Assisted and executed giveaways by sourcing users, creating fan-engagement prompts, and identifying key fans

### University of East London

*Social Media Specialist*

*March 2020 – March 2021*

- Devised and implemented social media and SEO strategy across all social media platforms
- Created monthly social media content calendar (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Analyzed KPI's, performance metrics, and insights through weekly statistics reports to ensure the success of each channel's content strategy
- Managed social media ambassador program and implemented training on video, photo, SEO, graphic content creation and community management
- Grew Facebook, LinkedIn, Instagram, TikTok, YouTube, and Twitter channels by 35% in 6 months

*Social Media Ambassador*

*February 2017– March 2020*

- Curated daily social media content in the form of short videos, photographs, and graphics adapted to various social media channels to create brand awareness
- Awarded Social Media Ambassador of the Year for increasing Instagram engagement from 2% to 12%
- Monitored social media engagement and community management across all social channels
- Conducted interactive Instagram and Facebook weekly takeovers and event live-streams

### StudentBeans

*Content Creator*

*January 2019 – June 2020*

- Constructed and implemented content strategies and promotional materials for social media channels
- Identified social media trends and created content within 24 hours (TikTok, Reels, Facebook Live, Instagram Live)
- Designed and created social media content for partners such as H&M, Dunkin Donuts, ASOS and more

### Kudos Market Research

*Market Research Specialist*

*March 2017 – June 2019*

- Performed professional market research to identify consumer behavior, industry trends, target markets, and competition within various industries by facilitating paid survey interviews
- Designed and implemented detailed questionnaires and surveys for companies such as DHL and Kone

## EDUCATION

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### University of East London

- *MSc International Business* - Graduated with Distinction Honors (Suma Cum Laude)
- *BA Business Management and Marketing* - Graduated with First Class Honors (Suma Cum Laude) and Dean's Award for Best Student in the Marketing Program

## SKILLS

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Social Media Strategy, Content Creation, Copywriting, Microsoft Office, Procreate, Canva, Social Media Analytics, SEO, Branding, Market Research, Community Management