

# Bianca Franco

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## EDUCATION

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### University of East London

*MSc International Business*

*January 2021*

- Graduated with Distinction Honours (Suma Cum Laude)

*BA Business Management and Marketing*

*July 2019*

- Graduated with First Class Honours (Suma Cum Laude)
- Awarded with Dean's Award for Best Student in the Marketing Program

## WORK EXPERIENCE

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### 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, and 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 emerging social media trends and created content within 24 hours (Tiktok, Instagram Reels)
- 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
- Designed and implemented detailed questionnaires and surveys for companies such as DHL and Kone

## LEADERSHIP EXPERIENCE

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### Chartered Institute of Marketing (CIM)

*Marketing Programme Lead*

*September 2016 – January 2021*

- Led and represented Marketing Programme in termly meetings and worked with Programme Leaders and Dean of School to improve Royal Docks School of Business and Law
- Arranged on-campus/virtual events, coordinate guest speakers and managed social media accounts

### Centre for Student Success & London Design UTC

*Marketing Intern and Mentor*

*January 2017 – January 2021*

- Collaborated with Houses of Parliament on roundtable discussions for underserved youth in London
- Planned and executed in-person/virtual events and delivered leadership workshops and presentations

## SKILLS

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Social Media Content Creation, Copywriting, Graphic Design, Video Editing, Adobe Suite, Microsoft Office, Procreate, Canva, Blog Writing, Social Media Analytics, SEO, Branding, Market Research