

# Bianca Franco

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## EDUCATION

### University of East London

*MSc International Business Management*

- Graduated with Distinction Honours

*BA Business Management & Marketing*

- Graduated with First Class Honours
- Awarded with Dean's Award for Best Student on Marketing Programme

**London, United Kingdom**

*January 2021*

*July 2019*

## WORK EXPERIENCE

### University of East London Marketing

*Social Media Assistant, Social Media Ambassador*

- Develop and curate daily social media content in the form of short videos, photographs and graphics adapted to various social media channels
- Analyze KPI's through weekly statistics reports to ensure the success of each channel's content strategy and monitor social media engagement
- Spearhead and implement training for social media ambassadors on video, photo and graphic content creation and community management
- Grew Facebook, LinkedIn, Instagram, Tiktok, Youtube and Twitter channels by 35% in 6 months
- Awarded Social Media Ambassador of the Year in 2019 and 2020 for increasing engagement and creating top 3 performing posts across all social media channels

**London, United Kingdom**

*February 2017 – January 2021*

### StudentBeans

*Content Creator*

- Constructed and implemented content strategies for Instagram, Youtube, Tiktok and Pinterest
- Identified emerging social media trends and developments within fashion and food industries
- Created social media content and worked with brands such as H&M, Dunkin Donuts, ASOS and more
- Attended and covered live social media story content during PR events and press junkets

**London, United Kingdom**

*January 2019 – June 2020*

### Kudos Research

*Market Researcher*

- 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
- Improved customer satisfaction from 81% - 98% within two years

**London, United Kingdom**

*March 2017 – June 2020*

## LEADERSHIP EXPERIENCE

### Chartered Institute of Marketing (CIM)

*Marketing Programme Representative*

- Represented Marketing Programme in termly meetings and worked with Programme Leaders and Dean of School to improve Marketing and Business Departments
- Arranged on-campus events, coordinate guest speakers and managed social media content development

**London, United Kingdom**

*September 2016 – November 2020*

### Centre for Student Success & London Design UTC

*Student Mentor*

- Collaborated with Houses of Parliament on roundtable discussions for underserved youth in London
- Devised and delivered educational material in the form of activities and presentations for students

**London, United Kingdom**

*January 2017 – July 2019*

## SKILLS

Copywriting, Video Content Creation, Adobe Suite, Microsoft Office, Procreate, Canva