

# MARCO FRANCO

## CONTACT

### Address

New York, NY

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## CERTIFICATIONS

Columbia Engineering (Expected June 2024)

### • Coding Boot Camp

Istituto Superiore di Comunicazione ILAS

### • Graphic Design

### • Web Design

Figmaster Course

### • Design System in Figma

SAP

### • SAP Professional Fundamentals

### • Understanding the Enterprise Systems Environment

## LANGUAGES

### English



### Italian



### Spanish



Authorized to work  
in the United States.

**No sponsorship required.**

## EXPERIENCE

### IT ADMINISTRATOR

11/2021 - PRESENT

#### DYNAMIC WINDOWS SYSTEM - NEW YORK, NY

- Perform hands-on fixes at the desktop level, including imaging, installing and upgrading hardware and software for laptops, computers and printers.
- Setup, maintain and support for PCs and Mac computers, tablets and mobile devices and other web-based technology and services and associated end-user.
- Assisted the Project Manager in planning, documentation implementation, and overall management of projects, deliver daily log, in a G-Suite environment.

### CO-FOUNDER

02/2020 - 11/2021

#### BASIC ADVERTISING AGENCY - NAPLES, ITALY / NEW YORK, NY

*Cantina Isola di Capri / ITALIAN SPIRITS*

- Art Directed client photo and video productions
- Concepted and created designs for product labels

*Dioniso's Hotels / HOTEL & TOURISM*

- Redesigned, edited and created the standard brand guidelines and manuals
- Coordinated graphic designs and planned media content across all media platforms

*Label Rose / FASHION*

- Realized e-commerce website

*Herakem / INDUSTRIAL*

- Concepted and created designs fit for social media marketing
- Created designs for product labels
- Layout and design of the company's catalog

### SENIOR COMMUNICATIONS MANAGER

01/2018 - 02/2020

#### SPIN FACTOR PUBLIC RELATIONS AGENCY - ROME, ITALY

- Managed the company's creative team of 20 people, including graphic designers, web designers, social media managers, and copywriters.
- Concepted and created strategic campaigns to build and strengthen the identity and reputation of Italian local and national political parties, winning over 40 electoral campaigns in 5 years.
- Oversaw the implementation of *Human*, an exclusive web and social listening platform, to develop communication strategies.
- Coordinated graphic designs and planned media content across all media platforms.

*Massimo Garavaglia / ITALIAN MINISTER OF TOURISM*

- Concepted and created designs fit for social media and press

*Mariastella Gelmini / ITALIAN MINISTER OF REGIONAL AFFAIRS AND AUTONOMIES*

- Social media communication for Facebook, Twitter and Instagram

*Il Sole 24 Ore / DAILY BUSINESS NEWSPAPER*

- Delivered designs of reports realized with *Human*, a web and social listening platform
- Designed billboards, logos and presentations

### SALES ACCOUNT EXECUTIVE

07/2017 - 01/2018

#### A. MANZONI & C. S.P.A. - NAPLES, ITALY

- Building and maintaining strong relationships with existing clients, understanding their needs, and ensuring their satisfaction with products or services.
- Prospecting and identifying potential new clients or business opportunities to expand the customer base and drive revenue growth.
- Setting and achieving sales targets, both individually and as part of a team, to meet or exceed revenue goals and company objectives.
- Leading negotiations, addressing customer concerns, and closing deals to secure new business contracts and partnerships.

### GRAPHIC AND WEB DESIGNER FREELANCE

03/2015 - 07/2017

#### NAPLES, ITALY

- Managed multiple projects simultaneously, handling all aspects of design, from conceptualization to final production.
- Conducted regular client meetings and maintained effective communication channels to ensure project objectives were met within agreed timelines and budgets.
- Created visually appealing and cohesive brand identities, including logos, business cards, and marketing materials, to strengthen clients' market presence.

### GRAPHIC AND WEB DESIGNER

11/2011 - 03/2015

#### GRANDI PROGETTI - NAPLES, ITALY

- Used strategic analysis and data-driven insights to define the projects, scope, timelines and resources needed to meet program objectives.
- Developed and managed end-to-end program plans and ensured on-time delivery.
- Provided day-to-day coordination and quality assurance for projects and tasks.