

# MARCO FRANCO

New York, NY

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## SUMMARY

A full stack developer with a background in graphic design and a proven record of leading team members in the conceptualization of ideas for campaigns and development projects.

## TECHNICAL SKILLS

**Programming Languages:** Javascript, HTML5, CSS3.

**Development Tools:** Bootstrap, jQuery, Node.js, MySQL, MongoDB, Express, Handlebars.js, ReactJS.

**Design Tools:** Figma, Adobe Creative Suite

**Other Tools:** SAP

### Other Skills

**Languages:** Fluent in English, Italian, and Spanish.

## PROJECTS

### Panorama

[Deployed Project](#) | [GitHub Repo](#)

**Summary:** A virtual gallery application that aims to bring the experience of a gallery into the digital world

**Role:** Led Front-End Development, 3D environment and UX/UI

**Tools:** JavaScript, React, Three.js, HTML, CSS, Tailwind, GitHub, Heroku

### Pennywise

[Deployed Project](#) | [GitHub Repo](#)

**Summary:** A budgeting app that allows the user to maintain records of their income and expenses

**Role:** Frontend Development, Design System, and ensuring seamless integrations with backend services

**Tools:** JavaScript, HTML, CSS, Bootstrap, Chart.js, MySQL, GitHub, Heroku

### ArtHistory

[Deployed Project](#) | [GitHub Repo](#)

**Summary:** An interactive platform providing titles, artists, and descriptions of researched artworks

**Role:** Managed UX/UI and front-end development, crafted responsive layouts

**Tools:** JavaScript, HTML, CSS, Bootstrap, API

## RELEVANT EXPERIENCE

### IT Administrator

11/2021 – PRESENT

#### Dynamic Windows System

New York, NY

- Hands-on and upgrades done on desktops, laptops, and printers, ensuring maximum efficiency in hardware and software across the organization.
- Set up, maintain and support PC, Mac computers, tablets, and mobile devices, improving the performance of web-based technologies and services for all end-users.
- Provided hands-on support for the Project Manager suitable for planning, documentation, and the overall project management in a G-Suite environment.

**Key Accomplishment:** System efficiency improvement through strategic upgrades and support.

### Co-Founder / Creative Director

02/2020 – 11/2021

#### Basic. Adv

Naples, Italy

- Directed client photo and video productions for clients including conceptualization, and development of product package labels, as well as the development of e-commerce, websites, gaining improved brand visibility and presence in the market
- Created standard brand guidelines and manuals for clients from different markets; coordinating all graphic designs and media content throughout all platforms, sports, fashion, products, and services.
- Developed and executed social media marketing strategies as well as leading product label and company catalog design development to captivate and build target audiences.

**Key Accomplishment:** Acquired new clients and improved brand visibility through designed innovations backed by aggressive marketing.

## Senior Communications Manager

01/2018 – 02/2020

### Vis Factor

*Rome, Italy*

- Managed a team of 20 creatives, delivered more than 40 political campaigns, and engaged with high-profile clients.
- Incorporated 'Human' platform to draft data-driven strategies; generated comprehensive reports, completed billboards, logos, and presentations on Il Sole 24 Ore.
- Accomplished scheduling and delivery of cross-platform, multi-level graphic and media content with uniformity of message across all touchpoints.

**Key Accomplishment:** Enhanced client interaction using data-driven strategies.

## Sales Account Executive

07/2017 – 01/2018

### A. Manzoni & C. S.p.A.

*Naples, Italy*

- Managed key account business relations; consistently satisfied, retained existing clients, and pursued and developed new business, driving loyalty, retention, and growth in revenue.
- Achieved sales targets by effectively qualifying and closing business appointments.
- Directed the sales process, using negotiation skills to secure new business contracts and partnerships.

**Key Accomplishment:** Built stronger client relationships, resulting in new contracts.

## Graphic and Web Designer

03/2015 – 07/2017

### Freelance

*Naples, Italy*

- Concurrent management of projects.
- Coordinated all aspects of design from conceptual design to final production ensuring that the final deliverables were of high quality.
- Near daily meetings with clients ensured that clear effective channels of communication were established to attain the goals and objectives of each project within the project timeline and budget.
- Developed cohesive brand identities with strong visual elements through logos, business cards and marketing materials; significantly improved clients' market presence and shares.

**Key Accomplishment:** Developed impactful visual identities, boosting market presence.

## Graphic and Web Designer

11/2011 – 03/2015

### Grandi Progetti

*Naples, Italy*

- Project scope, timelines, and resource requirements defined based on strategic analysis and data-driven insights to ensure effective delivery against all design objectives.
- Developed and managed end-to-end design plans and ensured constant on-time delivery of projects in web and graphic design to various customers.
- Ensured daily coordination together with quality control over design projects as a guarantee of creativity and technical mean quality.

**Key Accomplishment:** Produced top-notch design projects, elevating client satisfaction.

## EDUCATION

**Full Stack Developer Certificate - Columbia Engineering**  
Columbia University, New York, NY

06/2024

**SAP Professional Fundamentals and Understanding the Enterprise Systems Environment**  
SAP

01/2023

**Design System in Figma**  
Figma Course

06/2022

**Graphic Design and Web Design**  
Istituto Superiore di Comunicazione ILAS, Naples, Italy

09/2011