



BRENDA EDITH FRANCO

MEDIA & MARKETING

/ ALL ABOUT ME

I am a media and marketing coordinator based in Houston, TX who is pursuing an administrative position within a marketing and communications department.

With my experience I am able to clearly communicate with customers about product questions, concerns, and help with any issues they may have with the organization's mission in mind.

/ CONTACT DETAILS

>> brendaedithfranco@gmail.com
>> www.brendaedithfranco.com

Mobile No. 832-755-6220

/ WORK EXPERIENCE

>> Senior Marketing Assistant

Kickstart Kids | 2016 to present | www.kickstartkids.org

- Customer support for online student registration platform and merchandise purchases.
- Works closely with fundraising department and program directors to support our 60 instructors and programs.
- Manages brand merchandise and digital presence aligned with organization's mission to create high engagement and growth.
- Produces and edits photo and video content for various fundraising campaigns and events.

>> Brand Manager - Freelance

Vida Antigua Vintage | 2017 to present

- Develops brand strategy for small business including logo creation and shop website.
- Product photography with creative direction.

>> Administrative Assistant

Kickstart Kids | 2013 - 2016

- Assisted and organized department wide projects including fundraising campaigns and events.
- Created processes for reporting social media growth, financials reports, and fundraising campaigns.

/ EDUCATION HISTORY

>> University of Houston

BFA Photography & Digital Media | 2015

- Visual thesis based in color film exploring family ideation in the domestic setting.
- Member of UH Photography Association

>> Harvard Kennedy School of Public Policy

LLI Executive Program | Summer 2013

Accelerated course program focused on community organizing, negotiating, and public speaking.

/ COMPETENCIES

- > Spanish Speaker, Reader, and Writer
- > Microsoft Office
- > Adobe Programs: Photoshop, Indesign, Premiere Pro
- > Highly organized, detail oriented
- > Great time management
- > Proactive
- > Adapts to changes quickly
- > Effective and attentive speaking and listening

/ OTHER INTERESTS

- > Role and growth of technology in societal growth
- > Development of local businesses
- > Community involvement and outreach
- > Learning foreign languages