


FRANCESCA C. ALMONTE

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 Tampa, FL

 [LinkedIn](#)

EDUCATION

Masters of Science / Marketing

University of South Florida / Tampa, FL
2021 - 2021

Bachelors of Science / Business Advertising

University of South Florida / Tampa, FL
2017 - 2020

PROFESSIONAL DEVELOPMENT

Ad 2 Tampa Bay

- As Membership Director, I was responsible for tracking individual memberships and engagement, acting as a liaison at Ad 2 Nationals beginning, middle, and end-year conferences, and participating in public service initiative campaigns.

USF in London with ZAP

- A 3 month experience in London, England learning and exploring business strategies of different advertising agencies and local business.
- Meet with agencies such as Ogilvy, FCB London, Mother, and toured Fuller's Beer Brewery and Chelsea Soccer's stadium, Stamford Bridge to learn about their marketing tactics on local and international scales

Zimmerman Advertising Program (ZAP)

- 1 of 36 people chosen from over 200 applicants to participate in a year-long experience learning, working, and living alongside my peers in developing our skills and knowledge of the business side of the communications industry.

CERTIFICATIONS

- Sandler Certification
- Google Analytics for Beginners
- HubSpot Social Media Certification
- Drift Conversational Marketing Certification

PROFESSIONAL EXPERIENCE

Freelance // August 2022 - Present

SEO Blogging

- Conducting comprehensive research and crafting engaging blog content in collaboration with clients, aligning with their ideas and concepts.
- Implementing effective SEO strategies, including keyword integration, internal and external linking, and metadata optimization using tools like Semrush and Ubersuggest.
- Maintaining a consistent production rate of ten blogs per month for each client, ensuring high-quality, optimized content.

Social Media Management

- Devising and executing successful Social Media Marketing strategies across major platforms, including Facebook, Instagram, LinkedIn, Pinterest, and TikTok.
- Achieving an impressive 6.05% average engagement rate on posts, enhancing brand visibility and audience engagement through compelling and targeted content.

Brand Marketing

- Orchestrating monthly newsletter campaigns, cultivating brand awareness and maintaining consistent communication with the audience.
- Managing website creation and maintenance, prioritizing SEO tactics using platforms like Wix and Squarespace, ensuring optimal visibility and user experience.

PPK // Sept. 2021 - July 2022

Account Coordinator

- Provided secondary research and consolidation of insights and trends reports to assist the account team in full point-of-views for Bridgestone Retail Operations, PDQ, and Lions Eye Institute.
- Conducted asset management with requirements for file naming, and tagging, and organized uploading/filing to comply with Bridgestone's procedures.
- Created Job Starts, and timelines complying with agency processes
- Proofread dozens of point-of-purchase layouts supporting Bridgestones' in-store promotional plans.
- Worked directly with the agency president to execute a campaign with a multitude of creatives for the 2022 Gasparilla International Film Festival.

The Mommy Spot // May 2020 - September 2022

Marketing Coordinator

- Coordinate and send weekly email campaigns
- Create and schedule social media content
- Worked within systems to help create and maintain marketing automation
- Assisted with event planning, execution, advertising, and marketing

Marketing Intern

- Researched and created tutorials on current and new marketing strategies to enhance automation and new employee training.
- Coordinated with event sponsors in StreamYard to allow them to present to attendees, which resulted in the execution of a 500+ person online event called Modern Mommy.
- Used SEO skills to optimize and write multiple blog posts under the Mommy Spot name through WordPress.