

LINDSAY FRANCOIS

MEDIA MANAGER | SOCIAL MEDIA STRATEGIST AND CONTENT CREATOR

786-362-4426 | LindsayFrancois98@gmail.com | United States, Miami, 33161 | OfficialLindsayF.com

PROFESSIONAL OVERVIEW

Strategic communications and media professional with 5+ years of experience shaping narratives, securing high-impact earned media, and driving cross-platform storytelling for public sector and community-based organizations. Proven track record of landing 70+ media placements across top-tier outlets including *Miami Herald*, *CBS*, *NBC*, *Telemundo*, and *Univision*, while increasing program participation and brand visibility through culturally relevant campaigns. Experienced in partnering with high-profile stakeholders, including Miami-Dade County, Florida Department of Health, and FIFA World Cup Host Committee, to lead media strategy, executive communications, and public-facing storytelling initiatives.

SKILLS

Media Relations & Earned Media Strategy · Executive Communications & Speechwriting · Narrative Development & Storytelling · Campaign Strategy & Integrated Communications · Social Media & Digital Content Strategy (Instagram, TikTok) · Media Training & Spokesperson Development · Multicultural Communications · Content Production (Video, Podcast, Vertical Series) · Analytics & Performance Reporting

WORK EXPERIENCE

MEDIA MANAGER

July 2023 – Present

The Children's Trust, Miami, FL

- Serve as lead media strategist and spokesperson, driving earned media coverage across broadcast, print, radio, and digital platforms.
- Secured and managed 70+ media placements across outlets including *Miami Herald*, *NBC 6*, *CBS 4*, *Telemundo 51*, *Univision*, *Local 10*, and *WLRN*.
- Led PR strategy for flagship initiatives including *Young Talent Big Dreams*, leveraging earned media to increase program participation by ~10% year-over-year.
- Directed culturally targeted media outreach, expanding brand visibility within the Haitian community through on-air spokesperson appearances and localized messaging.
- Partnered with high-profile organizations including Miami-Dade County, Miami-Dade County Public Schools, Florida Department of Health, FIFA World Cup Host Committee, and Griffin Catalyst to execute press conferences and media events.
- Wrote executive talking points, press materials, and interview briefs for C-suite leadership, ensuring message alignment across all public-facing communications.
- Provide ongoing media training and interview preparation for internal leaders and funded partners, strengthening on-camera performance and message delivery.
- Manage external PR and agencies, overseeing strategy, execution, and performance across multiple campaigns.
- Produced and directed *"In Conversation With"*, a branded content series amplifying community voices through video, podcast, and social distribution.

LINDSAY FRANCOIS

WORK EXPERIENCE CONTINUED

DIGITAL MEDIA SPECIALIST

August 2022 – 2023

The Children's Trust, Miami, FL

- Developed and executed organic social media strategies across Instagram, Facebook, Twitter, and LinkedIn, increasing impressions by 10%+ and improving engagement rates.
- Launched recurring content series (*Trust Tuesday*), achieving 6% engagement rate per impression through audience-first storytelling.
- Analyzed performance data and presented monthly insights to inform content direction and campaign optimization.
- Collaborated cross-functionally with internal teams and funded partners to align messaging and digital campaigns.

PR COORDINATOR & SOCIAL MEDIA MANAGER

December 2019 – 2021

SOBEH, Miami, FL

- Supported PR campaigns through content development, media coordination, and performance reporting.
- Managed social media platforms, driving consistent engagement and improving digital presence.
- Designed and maintained website pages to enhance user experience and brand storytelling.

Website Designer & Social Media Strategist (Freelance)

2021 – 2023

- Designed and launched 100+ websites, improving client retention and increasing e-commerce conversions.
- Created high-performing social media content generating 10,000+ monthly impressions across client accounts.
- Secured local media coverage for client events, increasing community visibility and brand awareness.
- Partnered with small businesses and emerging brands across lifestyle and beauty sectors to develop cohesive digital identities.

CAMPAIGNS & PROJECTS

Producer & Creative Lead

["In Conversation With"](#) Video & Podcast Series | 2025

- Led end-to-end production including concept development, guest booking, and multi-platform distribution.
- Positioned series as a thought leadership platform, translating long-form conversations into short-form digital content.

Creative Director

Acani – [Tropical Temptation Lip Oils Launch](#) | 2023

- Directed full-scale product launch including creative direction, content production, and digital rollout.
- Generated 10,000+ monthly impressions through integrated storytelling across web, email, and social.

EDUCATION

Florida International University

Bachelor of Science in Public Relations, Advertising, and Applied Communication