

LINDSAY FRANCOIS

✉ lindsayfrancois98@gmail.com

🌐 www.officiallindsayf.com

📞 786-362-4436

Summary

Highly adaptable marketing and media professional with a strong background in digital strategy, content creation, and data-driven campaign management. Experienced in crafting compelling narratives, optimizing online visibility, and coordinating cross-platform media efforts to achieve brand goals.

Expertise

- Microsoft office/ Canva
- Adobe Creative Suite
- Sprout/ Asana /Critical Mention
- Digital Strategy
- Stakeholder Communications
- Content Creation
- Campaign Development

Education

Florida International University 2019 - 2021

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

Work Experience

● **Media Manager | The Children's Trust** 2023 - Present

- Cultivated and maintained strong relationships with paid media outlets, coordinating upcoming shows by drafting and providing hosts with tailored talking points.
- Expertly crafted press releases, talking points, media advisories, blogs, and scripts for high-profile campaigns, ensuring consistent messaging and alignment with overall media strategy.
- Acted as the primary media liaison and spokesperson, representing the organization across TV, radio, and digital platforms, driving clear communication and public engagement.
- Produced, coordinated, and directed the limited web series "In Conversations With", in collaboration with Miami Community Newspapers and The Children's Trust, highlighting key organizational initiatives.
- Leveraged Asana to monitor project milestones, streamline communication with leadership and executives, and ensure the timely execution of key deliverables.
- Spearheaded efforts to align PR and digital marketing teams, maximizing media coverage and boosting brand visibility across multiple channels.
- Led and managed a team of two external PR vendors, overseeing daily media operations, strategic planning, and conducting performance evaluations to ensure optimal outcomes.

Digital Media Specialist | The Children's Trust 2022 - 2023

- Managed and optimized organic content across Instagram, Facebook, Twitter, and LinkedIn, resulting in a 10%+ increase in impressions across all platforms.
- Designed and updated web pages, enhancing layouts and content on the corporate website and other digital properties to improve user experience and engagement.
- Developed and executed innovative social media campaigns, including "Trust Tuesday," in collaboration with funded partners, achieving a 6% engagement rate per impression to date.
- Compiled and presented detailed monthly reports on content performance, collaborating with marketing teams to refine social media strategies that align with target audiences and organizational objectives.

Website Designer & Social Media Manager | Freelance 2021 - 2023

- Designed and developed over 100 websites, significantly improving customer retention and driving an increase in online cart sales.
- Created high-engagement content tailored for clients' preferred social media platforms, resulting in 10,000+ monthly impressions and enhanced audience interaction.
- Secured extensive local media coverage for clients' events, effectively boosting brand visibility and exposure within the community.

Public Relations Coordinator | SOBEH 2019 - 2021

- Led a team of 7-10 volunteers to successfully meet and exceed fundraising goals through effective coordination and motivation.
- Developed and scheduled engaging content across various social media platforms, resulting in a 3% increase in reach and impressions.
- Planned and executed an annual fundraising gala, strategically engaging potential donors to achieve and surpass funding objectives.

Public Relations Intern | Adrienne Arsht Center 2020 - 2020

- Supported the promotion of performances by creating comprehensive press kits, press releases, and media materials that effectively communicated key messages.
- Collaborated with the PR team to develop engaging website and social media content, enhancing audience engagement and brand visibility.

CERTIFICATIONS

Photoshop 2021 Essential Training

LinkedIn
Feb 2021

Marketing Foundations: Targeting

LinkedIn
August 2020

Content Marketing: Social Media

LinkedIn
May 2020

Marketing Tools: Social Media

LinkedIn
July 2020