



WESLEY FRANCO

WF@wesfranco.com

PRODUCTION SPECIALIST / PRODUCTIONS MANAGER

Creative ... Innovative ... Flexible ... Customer Centric ... Results-Driven

Develop / execute internal and external communications to enhance company image, reputation and brand among customers and employees. Identify communication needs and interactive opportunities to actualize company / client goals and objectives.

Social Media ... Web Development ... Online Content Marketing ... Interactive / Digital Strategies
Policies and Standards ... Graphic Design ... Surveys / Market Research ... Data Analysis
Print and Broadcast Media ... Performance Metrics ... Website / IT Maintenance
Editorial Cycle ... Presentation ... Negotiation ... Database Management

Technology:

- Windows Server 2003, Linux Fedora / RedHat and Max OS X Operating Systems
- Server Virtualization Software, SQL, SSL Security, MS Office Suite, Dreamweaver, Adobe Suite, Coral Draw, Wordpress, Drupal CMS, FTP/SFTP clients, HTML/CSS/PHP, DNS/IP

EXPERIENCE

Registered.Media, Scottsdale, Arizona (Contracted Only)

Oct 2018 – PRESENT

WEB ADMINISTRATOR/ GRAPHIC ARTIST

'IDX Realtor', 'Kaep', & 'Podio' Lead/Team Project Management system with CRM integration. Ability to migrate websites to different hosting, building sandbox, or dev sites. Wordpress hosting, GoDaddy Linux Hosting. Custom DNS, SEO/SEM. Admin for Adroll/Adwords. CarolRoyseTeam.com, ScottsdaleTennisWeek.com, YourPersonalBank.com, and more.

CRC Broadcasting, Inc., Scottsdale, Arizona (Full-Time up to Oct 2019)

March 2016 – PRESENT

OPERATIONS ASSISTANT

Office IT Expert In charge of OS updates and security, Networking, upgrade & install of new computer hardware and implementing software based on need. Office central servers management & Radio Traffic Software/Servers. *Audio & Video Editor / Web Administrator/Graphic* with Adobe Suite. Both professional class WordPress and Java Platform websites. All four station websites Moneyradio.com/1580TheFanatic.com. Podcasting with Libsyn, registering new shows and directing sales for client content for both graphics and submitting app development. *Social Media Manager* for Station's Shows. *Producer* remote equipment set-up / full broadcasts, studio sound board, directing radio talent, commercial breaks, Network/Metro News/Traffic and controlling show's tempo and time.

A4 Digital, Inc, Scottsdale, Arizona

Oct 2019 – JUNE 2020

AUDIO ENGINEER AND MARKETING ASSISTANT

In charge of equipment inventory for current and new shows. Audio recording via BricLinkII, script writing for Radio shows in Ohio/Wisconsin markets for Magellan Financial related advisors. Three separate radio formats for Mortach Financial, Two radio formats Duell Financial Strategies, and one for Aptus Wealth Management. Podcast recording for 'Own It Girl - That Real Estate Show for Women'.

Sports and Broadcast Services, LLC, Scottsdale, Arizona (Contracted Only)

Sep 2018 – MAY 2020

REMOTE PRODUCER / NHL AWAY RADIO BROADCASTING TEAMS

In charge of remote audio equipment, headsets, amp, mixer, locker room patch, recording and playback ability. Includes PA/FX for Professional Radio Broadcasts of NHL Hockey, with IP or ISDN connection to control. Examples, Anaheim Ducks, Detroit Red Wings, and French Broadcast for the Montreal Canadiens.

DriveTime, Mesa, Arizona

Dec 2013 – MARCH 2016

INTERNET SALES ADVISOR

University of Phoenix, Phoenix, Arizona
ENROLLMENT ADVISOR

Sep 2010 – Aug 2013

NBC 1260 AM / 96.1 FM, Scottsdale, Arizona
TRAFFIC MANAGER / PRODUCER (Part Time)

Sep 2010 – Sep 2012

Independent 1310 KXAM Radio, Scottsdale, Arizona
PRODUCER / HEAD BOARD OPERATOR

July 2006 – April 2009

In addition to general broadcast audio operations, created / produced commercial spots, prepared daily pre-recorded material and designed / produced sales brochures, including content and layout.

- Developed and maintained station's website with clear focus, communication and organization to attract visitors — collaboratively building listener loyalty and retention

PRIOR EXPERIENCE - 2000 - 2010

GoDaddy.com, Inc., Tempe, Arizona
TECHNICAL SALES AND SUPPORT SPECIALIST

City of Tempe, Diablo Stadium, Tempe, Arizona
AST. STADIUM MANAGER / SOUND SYSTEMS MANAGER

Arizona Cardinals, Phoenix, Arizona
VIDEO TECHNICIAN

Los Angeles Angels of Anaheim
PUBLIC RELATIONS / SECURITY

KNXV-TV, ABC 15, PHOENIX, ARIZONA
MARKETING AND PROMOTIONS ASSISTANT

HBO SPECIAL: GEORGE LOPEZ - AMERICA'S MEXICAN
Production Assistant

INDIE FILM: BRYAN LOVES YOU
PRODUCTION ASSISTANT

Honeywell Engines and Systems, Phoenix, Arizona
GRAPHIC ARTIST

EDUCATION

University of Phoenix, Tempe, Arizona
PURSuing MASTER OF BUSINESS ADMINISTRATION (anticipated completion pending)

Coursework has included:

- Organizational Leadership
- Quantitative Reasoning for Business
- Business Law
- Human Capital Management

Arizona State University, Tempe, Arizona
BACHELOR OF ARTS, BROADCASTING; emphasis, **SMALL BUSINESS MANAGEMENT**

- Media course team project involved a video documentary addressing gender issues in the workforce; conducted / filmed numerous interviews; edited and presented project for grade.

You've got to be very careful if you don't know where you are going, because you might not get there. — Yogi Berra