



## WESLEY FRANCO

[LinkedIn.com/in/wesleyfranco/](https://www.linkedin.com/in/wesleyfranco/)

### WEB PRODUCER / PROJECT MANAGER

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

Create and maintain visually exciting digital company representation, managing site production skillfully utilizing analytics, editing, and design skills. Develop / execute internal and external communications and collaborations to enhance company image, reputation, and brand. Proficiency in:

Web Development ... Content Management ... Interactive / Digital Strategies ... Social Media 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

### EXPERIENCE

Registered.Media (B2B Marketing Solutions), Scottsdale, AZ

Oct 2018 – Present

#### **WEB ADMINISTRATOR/ PROJECT ASSISTANT** - Contracted

Manage / drive all creative content and design for clients, collaborating with Registered.Media owner to craft strategy to meet specific marketing needs / desired results of each client, ensuring total satisfaction.

- Increased business leads 250% by simplifying landing pages and form fills, contributing to continuing success and growth of company.
- In a project management role, develop websites for a wide range of business clients; focus on optimizing clients' sales and business growth.
  - Example: Grew financial services client's portfolio as much as 75% by strategizing / creating new web marketing options / solutions.

**Scope:** Social Media ... Web Development ... Interactive / Digital Strategies ... Online Content Marketing ... Graphic Design ... Surveys / Market Research ... Data Analysis ... Market Research ... Lead Generation ... Custom Scripting ... SEO/SEM ... Google Web Tools ... Ecommerce ... Real Estate

#### **Technology:**

- Windows and Mac OS
- Shared Host SQL ... MS Office Suite ... Dreamweaver ... Adobe Suite ... WordPress ... FTP/SFTP ... HTML/CSS/PHP ... DNS/IP

CRC Broadcasting, Inc., Scottsdale, AZ (full-time up to Oct 2019)

March 2016 – Present

#### **TRAFFIC MANAGER / IT EXPERT / OPERATIONS ASSISTANT**

Wear many hats within organization, from scheduling/overseeing contracts for aired material and marketing to managing OS updates, system security, and 3 website designs / updates. Manage workflow and daily operations, collaborating with broadcast team to ensure quality of radio programming / listener loyalty.

- Serve as producer, managing 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.
- Grew listening audience 30% or more by adding streaming option with no cost to company.

**Scope:** Social Media ... Web Development ... Online Content Marketing ... Graphic Design ... Podcasting... Surveys / Market Research ... Data Analysis ... Editorial Cycle ... Print and Broadcast Media ... Presentation ... Negotiation ... Database Management

**Technology:**

- Windows Server 2003, Linux Fedora / RedHat and Mac OS
- Server Virtualization Software, SQL, SSL, MS Office Suite, Dreamweaver, Adobe Suite, WordPress, Drupal CMS, FTP/SFTP clients, HTML/CSS/PHP, DNS/IP
- Mixer, Audio Equipment, Comrex, or Bric line, NextGen, Radio Traffic

A4 Digital, Inc, Scottsdale, AZ

Oct 2019 – June 2020

**AUDIO ENGINEER AND MARKETING ASSISTANT**

**Scope:** Social Media ... Web Development ... Online Content Marketing ... Graphic Design ... Broadcast Media ... Television and Radio Script Writing ... Audio Production ... Audio Hardware Consulting and Management

**Technology:**

- Mac OS
- Shared Host SQL, SSL, MS Office Suite, Dreamweaver, Adobe Suite, WordPress, FTP/SFTP clients, HTML, DNS/IP.
- Mixer, Audio Equipment, Comrex, or Bric line.

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

Sep 2018 – May 2020

**REMOTE PRODUCER / NHL AWAY RADIO BROADCASTING TEAMS**

**Scope:** Broadcast Media ... Professional Audio Equipment ... Remote Technology ... Locker Setup ... NHL Radio Broadcast

**Technology:**

- Mixer, Audio Equipment, SFX, PA, Referee Audio Patch, Locker Room, Post Show Setup. Comrex or Bric.

**OTHER EXPERIENCE - 2000 – 2016 – full and part time**

**TRAFFIC MANAGER / PRODUCER, NBC 1260 AM / 96.1 FM, Scottsdale, AZ**

**PRODUCER / HEAD BOARD OPERATOR**, Independent 1310 KZAM Radio, Scottsdale, AZ

**TECHNICAL SALES AND SUPPORT SPECIALIST**, GoDaddy.com, Inc., Tempe, AZ

**ASST. STADIUM MANAGER / SOUND SYSTEMS MANAGER**, City of Tempe, Diablo Stadium, Tempe, AZ

**VIDEO TECHNICIAN**, Arizona Cardinals, Phoenix, AZ

**PUBLIC RELATIONS / SECURITY**, Los Angeles Angels of Anaheim

**MARKETING AND PROMOTIONS ASSISTANT**, KNXV-TV, ABC 15, Phoenix, AZ

**PRODUCTION ASSISTANT** HBO Special: *George Lopez - America's Mexican*

**PRODUCTION ASSISTANT**, Indie Film: *Bryan Loves You*

**GRAPHIC ARTIST**, Honeywell Engines and Systems, Phoenix, AZ

**EDUCATION**

University of Phoenix, Tempe, AZ

**GRADUATE STUDIES TOWARD MASTER OF BUSINESS ADMINISTRATION**

Coursework has included:

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

Arizona State University, Tempe, Arizona

**BACHELOR OF ARTS, BROADCASTING**; emphasis, **SMALL BUSINESS MANAGEMENT**