



WESLEY FRANCO

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

WEB CONTENT 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 CONTENT PRODUCER / 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 the 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