



# WESLEY FRANCO

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## WEB CONTENT MANAGER | DIGITAL STRATEGIST

Creative | Innovative | Customer-Centric | Results-Driven

Dynamic Web Content Manager with extensive experience driving engaging, high-converting digital experiences. Expert in web development, content strategy, SEO/SEM, graphic design, and social media management. Adept at cross-functional collaboration to enhance brand presence, boost engagement, and achieve measurable business growth.

### Core Skills:

Web Development | SEO & SEM Optimization | Google Analytics & Web Analytics | Content Management Systems (WordPress, Shopify, Drupal) | Digital Marketing Strategy | Project Management & Cross-functional Collaboration | Brand Communication & Content Creation | E-commerce Strategy & Conversion Optimization | Design Tools (Adobe Suite, Canva) | Copywriting & Proofing | Responsive Web Design & User Experience | Content Strategy & Reporting

## PROFESSIONAL EXPERIENCE

### Registered.Media — Remote | Scottsdale, AZ

#### Web Administrator / Project Assistant (Contract)

Oct 2018 – Present

- Lead end-to-end web content management and design for diverse B2B clients, tailoring strategies to maximize brand visibility and engagement.
- Increased client lead generation by 250% through optimized landing pages and simplified form fills.
- Developed custom websites and digital marketing solutions that grew client portfolios by up to 75%.
- Hands-on delivery of web development, SEO, lead generation campaigns, graphic assets, and market research analytics.

**Key Technologies:** WordPress, Dreamweaver, Adobe Suite, Canva, HTML/CSS/PHP, Google Web Tools, SEO/SEM, DNS/IP, FTP/SFTP

### CRC Broadcasting, Inc. — Remote | Scottsdale, AZ

#### Traffic Manager / IT Expert / Operations Assistant

March 2016 – Present

- Manage website design, content updates, and technical operations across multiple properties.
- Enhanced brand reach by adding a cost-free streaming solution, growing listener base by 30%.
- Produced digital and broadcast marketing materials, including graphics for billboards and event signage (e.g., Financial Fest).
- Maintain IT systems, security protocols, and server health for broadcast continuity.

**Key Technologies:** WordPress, Drupal, Windows Server, Linux Fedora, Adobe Suite, Dreamweaver, HTML/CSS/PHP

### A4 Digital, Inc. — Scottsdale, AZ

#### Audio Engineer & Marketing Assistant

Oct 2019 – June 2020

- Supported marketing efforts through web development, social media management, and audio production for television and radio campaigns.
- Contributed to scripting, editing, and content delivery for digital and broadcast platforms.

### Sports and Broadcast Services, LLC — Scottsdale, AZ (Contract)

#### Remote Producer (NHL Radio Broadcasting)

Sep 2018 – May 2020

- Produced live NHL away broadcasts, ensuring seamless remote broadcast setup and audio quality.

## ADDITIONAL EXPERIENCE

### Highlights:

- Web & Traffic Manager – NBC 1260 AM / 96.1 FM
- Producer – Independent 1310 KZAM Radio
- Technical Sales Specialist – GoDaddy.com
- Sound Systems Manager – Tempe Diablo Stadium
- Video Technician – Arizona Cardinals
- Public Relations Assistant – LA Angels of Anaheim
- Marketing Assistant – ABC 15 News
- Production Assistant – HBO/Indie Film Projects
- Graphic Artist – Honeywell Engines & Systems

## EDUCATION

### UNIVERSITY OF GEORGIA — ONLINE (EXPECTED MAY 2025)

#### CERTIFICATE IN DIGITAL MARKETING

- DIGITAL MARKETING 101 | SEO & CONTENT STRATEGY | PPC ADVERTISING | DIGITAL ANALYTICS

### UNIVERSITY OF PHOENIX — TEMPE, AZ

#### GRADUATE COURSEWORK TOWARD MBA

- FOCUS: BUSINESS LAW, HUMAN CAPITAL MANAGEMENT, ORGANIZATIONAL LEADERSHIP

### ARIZONA STATE UNIVERSITY — TEMPE, AZ

#### BACHELOR OF ARTS, BROADCASTING | EMPHASIS: SMALL BUSINESS MANAGEMENT