

Wesley Franco

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MARKETING PROJECT MANAGER

- Marketing Operations professional with 8+ years of experience managing complex digital content workflows and cross-functional projects for regional broadcast and media organizations.
- Streamlined production logistics for 4 regional stations, ensuring high-accuracy content delivery and 100% alignment with brand messaging standards.
- Optimized digital conversion flows and user interfaces, resulting in a ~40% reduction in cart abandonment through disciplined QA and accessibility testing.
- Adept at coordinating between technical, creative, and marketing teams to eliminate workflow redundancies and improve speed to market for promotional campaigns.

WORK EXPERIENCE

FlySplat Media LLC

Gilbert, AZ

Owner / Digital Content Producer (Contract)

Oct 2018 - Present

- Direct digital publishing workflows and website updates across multiple media channels to optimize metadata and content performance for diverse client stakeholders.
- Executed integrated digital promotional campaigns, coordinating website updates and branded creative assets to ensure timely cross-platform rollout.
- Partner with editors, marketing leads, and development teams to ensure brand consistency and the timely execution of high-priority digital initiatives.
- Produced and published branded video content for MeetPerry investing educators, optimizing clips for engagement across digital and social platforms.
- Utilize project management schedules to supervise workflows and assign tasks, ensuring all marketing deliverables meet strict stakeholder requirements.

CRC Broadcasting, Inc.

Scottsdale, AZ

Traffic Manager / IT Expert / Operations Assistant

Mar 2016 - Oct 2025

- Managed multi-channel content production and digital operations, overseeing project timelines for four regional broadcast stations.
- Collaborated with marketing to ensure consistent brand messaging and accurate public content updates.
- Improved site performance and layout through rigorous cross-browser QA and mobile optimization, ensuring high accuracy in digital deliverables.
- Built and maintained responsive WordPress websites, creating custom plugins for API integration and live media feeds.
- Identified and resolved production roadblocks by analyzing performance trends and refining internal project management processes.

Magellan Financial (formerly A4 Digital)

Scottsdale, AZ

Audio Engineer & Marketing Assistant

Oct 2019 - Jun 2020

- Supported B2B marketing initiatives through web development, social media management, and production for multi-channel advertising campaigns.
- Contributed to scripting, editing, and content delivery for digital and broadcast platforms.
- Maintained project schedules for creative content delivery, ensuring compliance with established marketing standards and deadlines.

ThePerchville.com

Remote

Freelance Web Producer

Jan 2024 - Mar 2024

- Consulted on branding, messaging, and user journey alignment.
- Performed SEO tagging and QA testing; improved conversion flow and site performance.

- Optimized UI for mobile and accessibility, reducing cart abandonment by 40%.
- Successfully delivered a custom Shopify subscription project, managing all technical requirements and stakeholder expectations to completion.

Sports and Broadcast Services, LLC

Remote Producer

- Manage live remote production logistics, coordinating real-time updates and technical requirements for broadcast events.

NBC 1260 AM / 96.1 FM

Web & Traffic Manager

Independent 1310 KZAM Radio

Producer

GoDaddy.com

Technical Sales Specialist

Tempe Diablo Stadium

Sound Systems Manager

Arizona Cardinals

Video Technician

LA Angels of Anaheim

Public Relations Assistant

ABC 15 News

Marketing Assistant

HBO/Indie Film Projects

Production Assistant

Honeywell Engines & Systems

Graphic Artist

EDUCATION

University of Georgia | Online

Certificate, Digital Marketing

Arizona State University | Tempe, AZ

Bachelor of Arts, Broadcasting

SKILLS

Project & Workflow Management: Project Management, Workflow Management, Smartsheet, Stakeholder Communication, Deadline-Driven Execution, Resource Allocation

Marketing Operations: B2B Marketing, Marketing Automation, Marketo, Salesforce, Campaign Support, Content Publishing Workflows

Data & Compliance: Data Analysis, GDPR Compliance, CCPA & CASL Compliance, PII Handling, Analytics (GA4), SEO Fundamentals

Technical & Digital Production: CMS (WordPress, Shopify), QA & Accessibility Testing, HTML / CSS, Multimedia Asset Coordination, Digital Performance Monitoring