

Frances Monari

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EDUCATION

Temple University, Philadelphia, PA

Klein College of Media and Communication, Advertising Major - copywriting concentration

Awarded Bachelor of Sciences Degree, May 2019

Nazareth Academy, Philadelphia, PA

Graduate of the Class of 2015 – Student Body Vice President

PROFESSIONAL EXPERIENCE

Reminder Media, Philadelphia, PA

Account Executive, July 2020 - Present

- Utilize CRM in order to call and close all prospects.
- Assess client needs based on their objections, supply and demand, and seasonable variables.
- Develop client relationships and aid any concerns that they might have.

Insomnia Cookies, Philadelphia, PA

Marketing Representative, October 2018 - September 2019

- Promoted the brand at events, increased awareness and drove engagement.
- Networked with neighboring businesses to develop partnerships and future sales – increased sales 13% via local orders.
- Cultivated a community centered on local economy.
- Face to face engagement creating personal experiences.
- Delivered products, finding common concerns and tastes.

The Roman Guy/ The Paris Guy Travel Agency, Philadelphia, PA

Marketing Content Intern, January 2019 - May 2019

- Blogged on trending and cultural events in European cities to develop “*pre-experience*”.
- Expanded client desires providing suggestions on additional tour options.
- Provided original social media content to drive engagement and public relation packages.
- Delivered and developed awareness of rebranding campaign during domain change, rewriting 60% of content.

DeFino II Dance Studio, Philadelphia, PA

Social Media Coordinator, January 2015 - Present

- Design and publish original content improving “likes” and “connections” more than 80%.
- Create effective advertising campaigns on budget promoting core and ancillary businesses.
- Manage social media accounts to ensure less than 1 hour response time.
- Monitor and report metrics to ensure management is abreast of positive trends and addresses issues.

Secretary, September 2012 - October 2018

- Provided administrative support for managers and teachers.
- Intake of clients, scheduling and payment.
- Communicate class times and events to improve class size and flows over entire week.
- Inventory and order merchandise.
- Report on sales and balance receipts

KCX Consulting Agency, Philadelphia, PA

Intern/ Content Creator, September 2017 - January 2018

- Created content for the Agency as a way to cultivate clients and agency awareness.
- Managed both Facebook and Twitter social media accounts.
- Kept track of the metrics and how they fluctuated throughout my time running the media.

INTERESTS AND ACTIVITIES

Organizing events - Finding new creative ways to engage people - Using social media to drive outcomes - Integrating Twitter, Instagram and Facebook in innovating ways - Dance - Theatre - Art and photography - SEO - Adobe Suite (Photoshop, Illustrator, InDesign) - Breakfast (I love breakfast!)