




FRANCESCA MORALES

Enthusiastic and creative young professional with a passion for making a lasting impact in the world of marketing.

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EDUCATION

Graduated
May 2023

Boston University

Bachelor of Science in Communication Studies,
Concentration in Advertising

EXPERIENCE

07/23 - Present

Stanton Chase Executive Search & Leadership Consultants **Associate**

- Coordinated the development and execution of comprehensive marketing collateral strategies to support brand objectives.
- Manages the research and candidate development process from beginning to end for senior-level search mandates across all industries and functions.
- Assists with business development needs and creates email marketing strategies for optimal lead generation.
- Optimized processes for marketing collateral creation and distribution, resulting in increased efficiency.

08/22 - 07/23

Mazars USA

Marketing Intern

- Spearhead the conceptualization, design, and execution of an engaging internal firmwide newsletter, incorporated employee interests across categories such as lifestyle, involvement, fun and opportunities.
- Provide support across a wide range of marketing initiatives, including graphic design, event planning, and internal communications, to foster a sense of community among the firm's worldwide offices.
- Ensure CRM accuracy through data entry and maintenance.

05/22 - 08/22

Code Galaxy

Social Media Intern

- Managed the company's social media accounts and posted content
- Streamlined the company's lead generation process and pinpointed leads that were both relevant to our offer and within our price range, resulting in successful marketing efforts.

06/21 - 06/23

Periphery Magazine

Social Media Manager

- Increase brand's awareness by creating new and engaging content on social media.
- Coordinate with team members to promote and market magazine's audience outreach.

SKILLS

Adobe InDesign

Adobe Photoshop

Microsoft 365

Final Cut

Adobe Illustrator

Canva

Keynote

Figma