

Erik DonFrancesco

MULTIMEDIA SPECIALIST

Details

Riverside, Rhode Island

401-742-9134

erik.r.donfrancesco@gmail.com

Skills

Adobe Premiere Pro

Adobe After Effects

Adobe Photoshop

Adobe Audition

Adobe Illustrator

Canva

WordPress

Elementor Page Builder

Gravity Forms

Shopify

SquareSpace

SEO

MailChimp

Klaviyo

Emma Mail

Constant Contact

ActiveCampaign

SendGrid

Google Analytics

Facebook Ads

Copywriting

Customer Service

Profile

Passionate Multimedia Marketing Specialist with over five years of experience creating compelling digital marketing content across various platforms.

Employment History

Digital Marketing Specialist, Clarke Valve, North Kingstown, RI

FEBRUARY 2022 – FEBRUARY 2023

- Executed design/optimization updates to company website
- Created 2D motion graphics for social media, digital ads, and website content
- Designed all physical and digital marketing materials and collateral
- Wrote industry piece articles for various digital publications
- Designed booths for international and domestic trade shows
- Managed email marketing efforts on MailChimp platform
- Digitally altered images to remove competitor branding
- Ideated new marketing campaigns to increase brand awareness
- Ensured company branding was consistent on 3rd party platforms
- Formulated engaging content for company social media channels
- Increased company LinkedIn followers by 33.75%
- Boosted company Instagram impressions by 371.7%

Multimedia Specialist, Technology Therapy Group, Lincoln, RI

JANUARY 2019 – FEBRUARY 2022

- Created 2D motion graphics and edited audio/video content for social media
- Established a YouTube strategy annually to increase brand presence
- Increased YouTube channel following to 200+ subscribers and 12,130 views by producing 51 videos between 2020-2021
- Performed quality control tasks on 5-10 new websites per year
- Designed pages, loaded content to, and made copy, image, and layout edits to 3-5 WordPress websites per week
- Developed email marketing campaigns for 15+ accounts on various platforms
- Maintained a 22% email open rate on an account with over 28,000 contacts
- Managed a support ticket system and resolved an average of 3 ticket cases from clients per month
- Facilitated webinars, mentorship sessions, and trainings to teach digital marketing basics to our clients

Marketing Account Manager, Technology Therapy Group, Lincoln, RI

MAY 2018 – DECEMBER 2018

- Managed 6 marketing client accounts by delegating social media decks, email marketing campaigns, and blog posts to content creators
- Consulted with clients 2 times per month to adjust expectations and goals
- Reviewed designs and copy for quality assurance purposes

Content Creator, Technology Therapy Group, Lincoln, RI

NOVEMBER 2017 – MAY 2018

- Created and scheduled monthly social media decks for 4 marketing clients
- Designed unique images for use on social media and websites
- Wrote, loaded and styled 1-2 blogs per week on client websites
- Designed, tested, and scheduled 5-10 email marketing campaigns per week
- Produced and edited two 30-second TV commercials

Education

B.A. in Mass Media Communication, Rhode Island College

AUGUST 2018