

STEPHANIE FRANKE

SKILLS

- Marketing
- Social Media Marketing
- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
- Event Planning
- Event Marketing

CONTACT

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SOCIAL

 @Steph_Franke

 linkedin.com/in/stephanie-franke/

REFERENCES

Robbie Spencer

TRC- *Executive Director*

Spencerr@TurnerUSD202.org

Lauren Aiello

TUSD 202- *Parent Community Liaison*

aiello1@TurnerUSD202.org

Melissa Franke

American Airlines-*Yield*

Management Development Analyst

melissa.lynn182@gmail.com

PORTFOLIO



stephfranke.myportfolio.com

EXPERIENCE

Marketing & Specialty Recreation Director | 2020 - Present

Turner Recreation Commission | Kansas City, KS

Primary Responsibilities:

- Connect with local organizations and accounts to improve brand awareness and increase following
- Organize, promote, and implement community events resulting in strong community ties and patron interest
- Oversee and manage all marketing and communications including social media, print, and e-mail campaigns producing increased website traffic and engagement
- Update and oversee all aspects of the Turner Recreation Website resulting in consumer functionality while implementing a cohesive design and organization
- Collect and analyze social and web analytics to increase traffic and optimize funnels
- Create and design all social and print content achieving a cohesive look and brand while improving consumer communication

Marketing Graduate Assistant, Athletics | 2018 - 2020

Clemson University

Primary Responsibilities:

- Created and implemented marketing plans while working with ticketing, communications, creative solutions, sponsorship teams, and other pertinent departments resulting in enhanced community knowledge, experience, and attendance
- Designed, edited, and scheduled content for Clemson Marketing social media platforms, including motion graphics and video elements, increasing fan engagement and total impressions
- Worked with sponsorship team to fulfill all requirements in-venue and throughout the digital network
- Built graphics to inform fans and the community of promotions, upcoming events, and other significant information
- Produced and directed games and events by communicating with sound, video, PA, on-court staff, and the band for a seamless event
- Planned and coordinated multiple athletic events including National Girls and Women in Sports Day, Inaugural Volleyball Fan Day, Women's Basketball Education Day, Halloween Trick or Treat, & others
- Launched and managed the Clemson Reading Program. Enrolled and regulated 900 members resulting in ticket redemption and increased family attendance for select games
- Oversaw student assistant program of 7 paid students and 35 unpaid students; scheduled, lead and delegated tasks for in-office and event work
- Assisted in the planning and execution of the 2018 Football National Championship Parade

Marketing Assistant, Athletics | 2017 - 2018

University of Rhode Island

Primary Responsibilities:

- Lead contact for Women's Basketball, Men's Soccer, Women's Soccer, and Softball; built game day scripts, timing sheets, and created marketing strategies for these sports.
- Generated and distributed e-mails to select subscribers to inform them of targeted promotions and events
- Planned and created content for sport-specific social media platforms (Twitter and Instagram)
- Oversaw and directed the mascot program including hiring and scheduling, while managing the budget
- Managed and allocated sport-specific yearly budgets

OTHER

Purdue University Varsity Cheerleader

- Participated in numerous community and athletic events while being an ambassador for the university
- Engaged fans during games and events to create a fun and energetic game day experience
- Lead the team in family and student promotional events for the athletic department and Purdue's Community
- Maintained internal and external team moral throughout the season resulting in positive fan experience

EDUCATIONAL HISTORY

Clemson University, Clemson SC | May 2020

Master of Science: Athletic Leadership
GPA 4.0/4.0

Purdue University, West Lafayette IN | May 2017

Bachelor of Science: Selling and Sales Management, Deans List
Minors: Business Management & Organizational Leadership
GPA 3.6/4.0