

FRANCESCA DE MARTINO

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[Portfolio](#)



SUMMARY

A diligent DePaul University graduate student from Chicago, Illinois, detail-oriented and highly organized professional known for exceptional time management, strong writing abilities, and a friendly, empathetic demeanor. A hard-working and proactive individual committed to delivering excellence in all endeavors.

EDUCATION

DePaul University , Kellstadt Graduate School of Business – <i>Chicago, Illinois</i>	Anticipated Graduation
Master of Science in Marketing Analysis	June 2026
	GPA: 4.0

DePaul University , Driehaus College of Business – <i>Chicago, Illinois</i>	Graduated June 2025
Bachelor of Science in Marketing, major in Marketing Insights, minor in Management	GPA: 3.78

EXPERIENCE

ERICSSON, REMOTE

06/2025 – Present

Global Channel Marketing Intern

- Led the creation of partner communications, including monthly newsletters, email marketing, landing page creation, promotional videos, and partner training and informational webinars
- Tracked, analyzed, and reported on partner communications performance, program adoption, and enablement success
- Assisted in designing and implementing programs aimed at capturing market share from competitors

NAVY PIER INC., CHICAGO, ILLINOIS

06/2024 – 11/2024

Digital Marketing Intern

- Created and distributed weekly e-newsletters to strengthen communication with Navy Pier's audience
- Assisted in developing and organizing digital content using the Digital Asset Management system, Canto, by uploading, tagging, and structuring assets to enhance accessibility
- Contributed to content creation for blogs, the website, and organic social media channels, while providing administrative support to ensure seamless operations within the Marketing and Communications team

FELINS INC., RICHFIELD, WISCONSIN

06/2023 – 11/2023

Sales & Marketing Intern

- Created blogs, marketing graphics, social media content, and optimized YouTube videos for SEO and publishing
- Designed physical advertising materials to boost brand visibility at tradeshow
- Tracked and analyzed monthly social media metrics across LinkedIn, Facebook, YouTube, Twitter, & Instagram, presenting insights to drive strategy

HONORS & ACTIVITIES

- DePaul Business for Social Good Club – *Vice President & Co-Founder*
- Magna Cum Laude – *Honors*
- DePaul University Deans List – *Awarded all quarters in attendance*
- National Society of Collegiate Scholars – *Scholar*
- National Honors Society – *Scholar*

TECHNOLOGY & SKILLS

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| • Microsoft Office & Google Suite | • Canva | • Website design |
| • Adobe Creative Cloud | • Strong writing abilities | • Photography |
| • DAM (Canto) | • Constant Contact & iContact | • WordPress |