

FRANCESCA DE MARTINO

www.francescademartino.com
francescademartino@hotmail.com
Chicago, IL, 60614
(262)-365-8989



SUMMARY

A diligent DePaul University student hailing 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 – *Chicago, Illinois* **Expected Graduation**
Master of Science in Marketing Analysis **June 2026**

DePaul University, Driehaus College of Business – *Chicago, Illinois* **Expected Graduation**
Bachelor of Science in Marketing, major in Marketing Insights, minor in Management **June 2025**
GPA: 3.76

EXPERIENCE

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

SHULLY'S CATERING, THIENSVILLE, WISCONSIN

04/2019 – 12/2023

Lead Waitstaff

- Supervised a team of waitstaff, porters, chefs, & bartenders to ensure high-quality service through effective time management and organization.
- Oversaw and participated in event setup, service, and cleanup for a variety of occasions, including weddings and corporate events.
- Fostered a collaborative and cohesive team environment, promoting teamwork, and cooperation among staff.

HONORS & ACTIVITIES

- Business for Social Good Club – *Secretary & Social Media*
- DePaul University Dean's Excellence Scholarship – *Recipient*
- Future Forward Scholarship – *Recipient*
- DePaul University Deans List – *Awarded all quarters in attendance*
- National Society of Collegiate Scholars – *Scholar*
- National Honors Society – *Scholar*

TECHNOLOGY & SKILLS

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