

JACQUELINE NICOLE FRANCO

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EDUCATION

University of Southern California, Annenberg School for Communication and Journalism Los Angeles, CA
Bachelor of Arts in Public Relations and Advertising May 2027
Minors in Business and Customer Analytics, Marshall School of Business GPA: 3.60
Honors: Dean's List, Alpha Lambda Delta National Honors Society

EXPERIENCE

Michele Marie PR Los Angeles, CA
VIP PR Intern January 2025-Present

- Conduct comprehensive and strategic influencer research to identify brand-aligned creators, facilitate outreach, and track earned media placements, ensuring strategic partnerships that enhance brand credibility and reach.
- Oversee meticulous and efficient sample inventory and coordinate timely product seeding to influencers and media outlets, optimizing brand visibility and strengthening relationships with key industry tastemakers.

Women's Leadership Society at USC Annenberg Los Angeles, CA
VP of Community Building May 2024-Present

- Strategically plan and execute networking events, speaker panels, and mentorship programs to foster meaningful professional connections, enhance industry knowledge, and strengthen the organization's empowerment culture.
- Leverage data-driven insights and comprehensive feedback analysis to refine event strategies, leading to a 15% increase in member engagement, higher participation in leadership initiatives, and stronger involvement.

The A List Los Angeles, CA
Special Projects and Events Intern October 2024-January 2025

- Manage event logistics for high-profile experiential marketing activations, including curating targeted guest lists, coordinating with vendors, and overseeing production to maximize media exposure and brand impact.
- Developed a comprehensive strategic event proposal for Fly By Jing, leveraging insights from mentors to refine brand objectives, optimize execution, enhance audience engagement, and create a high-impact consumer experience.

USC Public Relations Student Society Association Los Angeles, CA
Member January 2024-Present

- Participate in professional development workshops and networking events to strengthen PR expertise.
- Collaborate with peers and industry professionals to analyze media trends and strategic communication tactics.

Marshall Entertainment Association Los Angeles, CA
Member August 2024-Present

- Engage with entertainment industry leaders to explore marketing, branding, and PR strategies.
 - Attend panels and case studies to analyze successful promotional campaigns in film, TV, and media.
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RELEVANT COURSEWORK

PR206, Effective Writing for Strategic Public Relations Los Angeles, CA
Ralph Lauren x National Parks Press Kit September 2024-December 2024

- Developed a press kit for Ralph Lauren's collaboration with National Parks, reinforcing brand alignment and CSR.
- Crafted targeted press releases, fact sheets, and media pitches to maximize media engagement and consumer reach.

BUAD307, Marketing Fundamentals Los Angeles, CA
Non-profit venture development September 2024-December 2024

- Conceptualized *JoyBox*, a nonprofit organization delivering customized care packages to hospitalized children.
- Led market research and in-depth strategic planning to ensure long-term viability and audience engagement.

London School of Economics and Political Science London, UK
Strategic Management Summer Course June 2024-July 2024

- Analyzed global media strategies through case studies, assessing competitive positioning and brand differentiation.
 - Evaluated real-world applications of strategic marketing frameworks to enhance corporate decision-making.
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CERTIFICATIONS & SKILLS

Certifications: Inside LVMH (LVMH), Social Media Marketing (HubSpot Academy)

Technical skills: Muck Rack, Mayvien, RStudio, Excel, Canva, Microsoft Excel/Word/PowerPoint

Soft Skills: Organization, willingness to learn, time management, adaptability, written communication