

# Francesca Giugno

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## EDUCATION

### Iowa State University

Bachelor of Arts in Communication Studies and Psychology  
Minor in Public Relations

May 2020  
GPA: 3.86/4.0

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## PROFESSIONAL EXPERIENCE

### Student Marketeer

*Red Bull*

Des Moines, Iowa  
November 2017 - Present

- Strategically plan events to spread brand awareness in the Iowa and Nebraska region
- Generate memorable interactions with consumers through expertise in full product knowledge and promotion of Red Bull's premium image, increasing brand loyalty and consumer outreach in various markets
- Develop reports for each product distribution that analyzes the demographics of the people reached and product feedback

### Undergraduate Marketing Research Assistant

*Associate Professor Samantha Cross - ISU Department of Marketing*

Ames, Iowa  
May 2017 - Present

- Analyze and manage textual and visual research, data, and projects with focus on diverse consumer groups
- Coordinate and create materials for the brand management marketing course via Microsoft Office programs
- Update and manage learning management system materials for 50+ students each semester

### Marketing and Social Media Intern

*Sioux City Country Club*

Sioux City, Iowa  
May 2019- August 2019

- Developed and executed social media content on Instagram, Facebook, and Snapchat
- Increased Facebook likes by 64%, follows by 61%, and increased Instagram follows by 60%
- Photographed over 30 private and public events and used content to internally and externally market to club members and the public through creating graphics, brochures, center pieces, formal invitations, and flyers

### GIRLS Power Mentoring Program Coordinator

*YWCA*

Ames, Iowa  
April 2017- October 2019

- Prepared, planned, and facilitated twice monthly educational and value-based meetings for mentors and mentees
  - Coordinated and monitored 100+ middle school and college aged students
  - Recruited participants via assemblies, social media, flyers, and interviews, doubling program size in second year
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## LEADERSHIP AND ALTERNATIVE EXPERIENCE

### Chi Omega Fraternity

*Director of Programming*

August 2016 – Present  
January 2019- January 2020

- Served on the Executive Team by overseeing and training eight directors, facilitating bi-weekly meetings, and successfully planning and executing a year's worth of values focused events for over 150 chapter members

*Marketing Team*

October 2017- October 2018

- Created and executed content on multiple social media platforms (Facebook, Twitter, Instagram, VSCO) with full administration and delivery of content on Twitter account, increasing follows by 20%

### Fraternal Values Society

*Director of Marketing and Communications*

September 2018- Present  
January 2019- January 2020

- Served on the Executive Team by creatively marketing the society on Instagram and Facebook, creatively marketing applications and reaching prospective members, and increasing Instagram follows by 30%

### Collegiate Panhellenic Council Recruitment Counselor

*Recruitment Counselor*

August 2017-August 2018

- Successfully led a group of 15 incoming freshmen through the five days of ISU's formal recruitment

### Student Union Board

*Member*

August 2019- Present

- Plan and promote a series of diverse social, recreational, cultural, and educational entertainment programs for ISU.
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## ACCOMPLISHMENTS

ISU Student Employee of the Year Nominee

January 2020

YWCA GIRLS Power Mentor

September 2017-May 2018