



## Pam Franco

Web | Graphic | Visual | All Things | Design

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### Experience

#### Web Designer | **Sonny's The Car Wash Factory**

March 2020 – Present

Create and manage responsive and SEO-friendly websites for car wash businesses, keeping each brand's guidelines and distinctiveness

#### Independent Designer | **pamfran.co**

August 2018 – Present

Provide an array of design services including web design & maintenance, content creation, social media marketing, graphic design and more

#### Senior Graphic Designer | **Future Energy Solutions**

January 2018 – August 2018

Managed an online library of 500+ pieces of marketing materials, maintained corporate website, created and monitored email campaigns, managed professional independent commercial real estate photographers nationwide, and more

#### Graphics & Motion Designer | **Future Energy Solutions**

January 2017 – January 2018

Planned, recorded & edited 20+ internal training videos, designed & distributed case studies and created social media content

#### Graphic Designer | **Future Energy Solutions**

October 2015 - January 2017

Designed, prepared & printed case studies, created custom presentations and created social media content

### Education

#### Bachelor's of Fine Arts, Graphic Design | **Florida Atlantic University**

October 2013 – December 2014 | **Summa Cum Laude**

#### Associate's of Arts, Fine Art | **Broward College**

January 2011 – May 2013 | **3.9 GPA**

### Skills

**Bilingual:** Fluent in English and Spanish

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

**Web Design:** HTML, CSS, WordPress, Squarespace, Shopify, Wix

**Project Management:** Wrike, Asana, Slack, Monday, Trello, Workfront

**Marketing:** HootSuite, Constant Contact, MailChimp, Klaviyo, Buffer, Later

**Photography:** Commercial Real Estate, Products, Portraits