

ANGELA FRANZER

Communications Professional

860 Lemoyne Street
New Orleans, LA 70124

T 937-216-6780
afranzer@gmail.com

More than 10 years of marketing and strategic communications experience with a strong background in content creation, editing, digital and content strategy, user experience, stakeholder relationship management, SEO, social media strategy, change management, marketing, and news reporting (print, broadcast, and online)

Proficient in Oracle, basic HTML, SharePoint, Adobe Experience Manager (AEM), digital photography, video editing, various content management systems, and Microsoft office applications

EDUCATION

Bachelor of Science in Journalism

E.W. Scripps School of Journalism, Ohio University, Athens, Ohio

CAREER & ACCOMPLISHMENTS

Booz Allen Hamilton, New Orleans, LA

10/2010 -
Present

Executive Editor/Content Strategist, Corporate Marketing and Communications

- Created (wrote) and managed (edited) internal and external multi-channel communications, created content governance and firm-wide strategy, measured readership metrics, and managed publishing platforms
- Boiled down complex, technical pieces into captivating, easy-to-understand articles
- Achieved a cohesive voice and consistency with brand guidelines and core values
- Served as Executive Editor for firm-wide internal intranet, featuring 12+ new stories each week focused on various topics of employee interest
- Increased readership in 2016 by more than 80 percent over the previous year
- Streamlined the editorial process and developed an organized real-time editorial calendar, allowing the firm's content team to better allocate resources
- Edited all content team products prior to publishing on BoozAllen.com and for internal portals
- Managed all inbound automated marketing campaigns via Oracle Eloqua (HTML, CSS) and Poppulo; tracked and analyzed metrics that included open rate increases from 21 percent in 2015 to 56 percent as of Q3 2017

Deputy Communications Manager, FAA's Air Traffic Control Optimum Training Solution (ATCOTS) Communications Team

- Conducted interviews, wrote stories, and edited content for monthly editions of the *ATOCTS in Brief* publication
- Managed project progress, developed interactive training and on-boarding materials
- Supervised the day-to-day activities for a team of Senior Consultants

Journalist and Copy Editor, Trans Regional Magazine Initiative (TRMI), a government project that publishes six international magazines in nine languages each quarter

- Conducted research, wrote content, edited copy, and sourced photos for *Asia Pacific Defense Forum* (via United States Pacific Command) and *Unipath* magazine (via United States Central Command)

Senior Strategic Communications Consultant, Marine Forces Reserve

- Wrote long form journalistic narratives and edited client deliverables
- Analyzed survey data to create communication audits, long term plans, and stakeholder analysis reports
- Developed news releases, media outreach materials, and hard-copy marketing products

- Interviewed 75+ Marine Forces Reserve employees to document 120+ standard operating procedures

Awards

- Strategic Communications Absolute Personal Best Award and Team Award for exemplary teamwork on multiple occasions, Unflinching Courage Marketing and Communications Award
- Served as Career Manager to a team of five Senior Consultants

Breaking News Reporter/Web Producer, The Desert Sun, Palm Springs, CA

12/2007 -
9/2010

- Functioned as the first on-duty reporter in the Information Center. Updated mydesert.com and wrote multiple stories for the daily print and online edition of the paper
- Gathered content for our products through writing, photography, and video packages
- Assisted in the site launch of a new interactive entertainment website: planned all content, oversaw all data collection and external marketing (TV, print and radio ads), managed a freelance team, planned large-scale promotional events, prepared corporate traffic and budget reports, wrote and distributed e-newsletters
- Worked daily with multiple content management systems (CMS) and prepared online web traffic reports
- Served as co-chair of the company's Social Networking Task Force; created and implemented company-wide social media strategy for a newsroom of 80+ journalists
- Recipient of the Excellence in Journalism Award

Investigative Reporter/Assistant Editor, The Independent Voice, Dayton, OH

08/2006 -
6/2008

- Researched and wrote investigative pieces on school board budgets, crime, and local government spending
- Conducted interviews, attended city council and school board meetings, and responded to breaking news
- Coordinated and edited upcoming stories

INTERNSHIPS & OTHER EXPERIENCE

- Volunteer/Pro Bono Marketing Professional for Propeller, a New Orleans-based nonprofit organization that incubates and launches socially-minded ventures
- News reporter for KPSI-FM, Palm Springs, CA
- News writing and reporting internship, WCPO 9, Cincinnati, OH
- News writing and reporting internship, WHIO-TV 7, Dayton, OH
- Reporter/Producer/Writer WOUB, Athens, OH
- NPR reporting, city news, WXVU, Cincinnati, OH
- Local news reporting, WPTW 1570 AM, Piqua, OH
- Radio host, WFAL 1610 AM, Bowling Green, OH

References available upon request