

# ANGELA FRANZER

*Communications Professional*

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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

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Bachelor of Science in Journalism

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

## CAREER & ACCOMPLISHMENTS

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### **Booz Allen Hamilton, New Orleans, LA**

10/2010 -  
Present

**Executive Editor/Content Strategist (Lead Associate), 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 brand journalism and social impact content
- 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 45 percent over the previous year
- Streamlined the editorial process by creating a real-time editorial calendar and intake form, allowing the firm's content team to better allocate resources
- Edited all content prior to publishing on BoozAllen.com
- Managed 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 66 percent as of Q3 2017
- Scripted and help direct video packages
- Helped develop and refine the *Booz Allen Manual of Style* (firmwide style guide)

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

- Conducted interviews, wrote stories, and edited content for monthly editions of the *ATCOTS 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 (Associate), 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 (Senior 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; Unflinching Courage Marketing and Communications Award; Collective Injunuity Award; Team Award for exemplary teamwork on multiple occasions
- Served as Career Manager to a team of five Senior Consultants

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#### **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

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#### **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

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#### **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***