

Angela Franzer

Award-winning creative director, executive editor, and global head of content strategy

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860 Lemoyne St. New Orleans, LA 70124

15+ years of marketing and strategic communications experience: content development, creative direction, thought leadership, editorial strategy, user experience (UX), stakeholder management, SEO, social media strategy, change management, marketing, and news reporting (print, broadcast, and online). Also a literary-agent-represented fiction author.

EDUCATION

Bachelor of Science in Journalism; *E.W. Scripps School of Journalism, Ohio University*

CAREER & ACCOMPLISHMENTS

Dell, New Orleans, LA

Director, Creative and Digital Content Strategy

Feb 2022 – present

- Leading global digital creative direction and Dell.com content strategy for XPS, Inspiron, and Alienware product lines (copy, retail banners, imagery, video, experiential collateral, etc.)
- Managing a large team of global content and creative leads
- Member of Dell Digital's Leadership Team

Tata Consultancy Services, New Orleans, LA

Global Head of Content and Creative Strategy

2021 – 2022

- Led global content strategy (creative, thought leadership, social, product/ go-to-market, etc.) to elevate TCS' brand and technology, products, services, and digital transformation solutions
 - Lines of business included: consulting, cyber, cloud, AI, IoT, automation, Blockchain, EX/CX/UX, ESG, AWS, Microsoft, Google)
- Leader of the company's Content Team

PwC, New Orleans, LA

Editorial Lead

2019 – 2021

- Led bold editorial strategy for PwC's Digital Center of Excellence, Alliances, and award-winning North American Case Studies program, including:
 - Thought leadership, partner bylines, magazine pieces (Fast Company, Strategy+Business, Forbes, Inc, Bloomberg, and Fortune), infographics, ad copy, social, newsletters, websites,

- product/go-to-market content, analyst communications, internal communications, sales enablement, and extensive executive visibility
- Topics: UX, EX, AI, cloud, digital transformation, large-scale migrations, digital products, analytics, innovation, cybersecurity, emerging technology, workforce of the future, ESG, supply chain, CPG, healthcare, finance, telecommunications and media
- Editorial Lead for PwC's 2021 global strategic brand campaign, The New Equation

Booz Allen Hamilton, New Orleans, LA

Executive Editor/Senior Content Strategist, Corporate Marketing and Communications
2010 – 2019

- Created internal and external multi-channel communications, content governance, and strategy
- Boiled down complex, technical drafts into captivating, easy-to-understand brand journalism; increased readership by 25% YoY
- Achieved a cohesive voice and consistency with brand guidelines and core values
- Streamlined the editorial process by creating a real-time intake form and calendar
- Edited all content prior to publishing on BoozAllen.com
- Scripted and directed video packages
- Developed Booz Allen's firm wide style guide
- Managed content team (assignments, performance, career growth etc.)

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

- Conducted interviews, wrote stories, and edited all content for ATCOTS program
- Managed day-to-day tasking for a team of senior consultants

Journalist and Copy Editor, Journalist and Copy Editor, Trans Regional Magazine Initiative - a government project publishing six international magazines in nine languages each quarter

- Conducted research, wrote/edited content 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

- Developed news releases, media outreach, thought leadership, and marketing products
- Led focus groups with 75+ Marine Forces Reserve employees

Awards

- Strategic Communications Absolute Personal Best Award; Collective Ingenuity Award; multiple Exemplary Teamwork Awards

USA Today Network, Palm Springs, CA

Crime and Breaking News Reporter

2007 – 2010

- Wrote multiple stories for the daily print and online edition of the paper

- Managed the launch of a new entertainment website and publication: planned all content, oversaw external marketing (TV, print and radio ads), managed a team, planned large-scale promotional events, wrote/distributed e-newsletters
- 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

The Independent Voice, Dayton, OH

Reporter and Assistant Editor

2006–2007

- Researched and wrote stories on crime, education, and local government spending
- Conducted interviews, attended city council meetings, and responded to breaking news
- Planned, coordinated, and edited upcoming stories; supervised a team of junior reporters

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, Dayton, OH
- Radio host, WFAL 1610 AM, Bowling Green, OH