

ADRIANA V. DIFRANCO

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Who I Is:

A spellbinding storyteller and storyteller. I'm a seasoned marketer who helps companies and brands craft their stories effectively. I can lead. I can follow. I can collaborate. I am comfortable working in offline and online mediums.

What I Do These Days**FREELANCE CREATIVE DIRECTOR/COPYWRITER — CHAPEL HILL, NC NOVEMBER 2009--PRESENT**

I work with numerous agencies and clients including Duke University, The Body Shop and Ogilvy & Mather.

SOCIAL MEDIA MANAGER (PART-TIME) — CHAPEL HILL, NC APRIL 2010--PRESENT

I am the social media voice for Profiles, a professional recruitment firm in the Mid-Atlantic.

What I Did In Olden Days**ASSOCIATE CREATIVE DIRECTOR — DURHAM, NC APRIL 2009 - NOVEMBER 2009****OGILVY & MATHER**

I served as Creative Lead on the Hilton Head Island and PPD accounts, and also worked on IBM, Old Dominion and Scott Health and Safety pieces of business.

FREELANCE COPYWRITER — WASHINGTON, DC 2003 - 2009

I worked with numerous agencies and clients including The Discovery Channel, ICF Consulting, Grafik Marketing Communications, O2 Design Collaborative and the Profiles Talent Group.

CREATIVE GROUP HEAD — JACKSONVILLE, FL 2002 - 2003**ST. JOHN & PARTNERS ADVERTISING & PUBLIC RELATIONS**

SJ&P is a full-service agency that did \$92 million in billings in 2002. I was a working manager overseeing art directors and other writers. I worked on creative for all mediums for such clients as Bank of America Auto Group, Florida State University, Capital One credit cards, Acuvue contact lenses, Convergys, Jacksonville Economic Development Council, Amelia Island, and Zaxby's Chicken restaurant chain.

SENIOR COPYWRITER — MANHATTAN, NY & BETHESDA, MD 2000 - 2001**MARCHFIRST AND TISANI**

With 9,000 employees in 14 countries, marchFIRST was the world's largest e-agency. I created online and offline creative, content strategy, and branding strategy. My clients included Hess Oil, AIG International, US Airways, U.S. Chamber of Commerce, United Way International, and Fannie Mae.

SENIOR COPYWRITER/BROADCAST PRODUCER — KNOXVILLE, TN 1999 - 2000**DAVIS NEWMAN PAYNE ADVERTISING & PUBLIC RELATIONS**

DNP is a full-service agency that did \$20 million in billings in 1999. My clients included Food City grocery chain, Home Federal Bank and Case Pocket Knives.

DIRECTOR OF MARKETING — WASHINGTON, DC AUGUST 1997 TO FEBRUARY 1999**WASHINGTON SEMESTER & WORLD CAPITALS PROGRAM, AMERICAN UNIVERSITY**

Responsible for managing a quarter million dollar marketing budget, creating and overseeing all marketing efforts. I managed a full-time staff of 2 and a part-time staff of 10. Led a creative overhaul of all marketing materials and created department's first real Web presence, dramatically improving lead generation.

COPYWRITER/PUBLIC RELATIONS ACCOUNT EXECUTIVE — CLEVELAND, OH 1991-1996**MHW ADVERTISING & PUBLIC RELATIONS**

Full service agency that did \$25 million in annual billings. Clients included HoneyBaked Ham, Geauga Lake, Darien Lake and Wyandot Lake Amusement Parks, Subway Restaurants of NE Ohio, Cuyahoga Community College, and Convenient Food Mart. Originally hired as a PR Account Executive. For first two years with agency, I managed p.r. efforts for Ground Round Restaurants of NE Ohio, Subway of NE Ohio, and Bryant & Stratton College.

EDUCATION

University of Dayton, Dayton, OH 1990

Major: Public Relations

Minor: Women's Studies

RANDOM BITS AND PIECES

Native of Argentina, fluent in Spanish, proficient in Italian • Comfortable speaking in front of large groups • Toured Argentina as a representative of Rotary International in 1997 • Passed the U.S. State Department Foreign Service Exam in 1997 • Adjunct Professor at NYU, Summer 2000, teaching Public Relations & New Media • Co-owner of a mom and pop urban hardware store in Washington, DC from 2003 to present • Flight Of The Conchords Superfan/Stalker