

# LEONITHA FRANCIS

DIGITAL MARKETING CONSULTANT

An early adopter of social media platforms and digital trends coupled with public relations experience, a relevant voice of marketing strategies. Self taught with an immersive pulse on the ever changing trends of the digital strategies for marketing.

## SKILLS

Marketing Strategies	Graphic & Web Design
Digital Marketing	SEO Copywriting
Platforms	Analytics & Metrics
Social Networks	Project Management
Public Relations	

## CONTACT

347.556.4775  
LeonithaFrancis@gmail.com  
www.Leonitha.com

## EDUCATION

### MORGAN STATE UNIVERSITY

2005- 2006 | Telecommunications, Public Relations

### CUNY - MEDGAR EVERS COLLEGE

2013-2014 | Computer Science

## EXPERIENCE

### 2021 LEGACY INTERNATIONAL

#### VIRTUAL TRAINER

Facilitated a 6-week virtual exchange STEM program in partnership with Virginia Tech University as a part of the U.S. Department of State educational initiative. Conducted exploratory conversations and project planning execution for high school girls in Central Asia, Middle East and Northern Africa.

### NATIONAL ASSOCIATION OF REAL ESTATE BROKERS, INC.

#### PROGRAM MANAGEMENT CONSULTANT

Manages the projects and campaigns of the five supporting pillars of NAREB; Faith-based & Civic Engagement, Women in Real Estate, Diversity & Inclusion, Multi-Generational Wealth Building and Government Relations.

2020-  
PRES

### SMARK

#### CONSULTANT - DIGITAL MARKETING

- Creates curriculum and instructs 3-day intensive & niche online coursework for entrepreneurs and small business owners proficiency.

2015-  
PRES

### THE SOCIAL AGENCY, LLC

#### LEAD CONSULTANT

- Evaluates client websites for mobile performance and optimal search engine rankings.
- Develops unique content for a variety of clients sites to improve presence and brand awareness.
- Organizes and analyzes data and marketing results.
- Researches keywords relevant to marketing efforts of clients.
- Introduces scheduled targeted email marketing programs.
- Collaborates with various teams of creative professionals to ensure the success of marketing campaigns.
- CLIENTS: Christina M. Rice, OM Noire; Renae Bluit; KAT Team Scholarship; Urban Mentor; Bria McDaniel (artist); Commissioned Reunion Tour

2018-  
2021

### NRI

#### INDEPENDENT CONTRACTOR

- Provided high level and general administrative support and office management to various contracted clients across industries: non-profit, finance, law enforcement, government and property management.
- Miscellaneous Administrative Duties: Edits and proofreads documents, opening, sorting and distributing mail, document filing, phone screening and pantry/kitchen maintenance, prepared packages for shipment.

2019

### KIDD INTERNATIONAL

#### OPERATIONS COORDINATOR CONSULTANT

- Created and streamlined internal and external processes and procedures for contract procurement, clients and employees.
- Revised hiring practices for the Human Resources onboarding process
- Implemented new interoffice processes for employee and contract management.

2016-  
2018

### COMMUNICATIONS WORKERS OF AMERICA

#### POLITICAL, LEGISLATIVE & HUMAN RIGHTS ADMINISTRATOR

- Maintained the schedules and documents of the Political and Legislative Directors and accurate, up-to-date records and filing for both departments
- Scheduled meetings and travel arrangements (domestic and international) for the Legislative and Political Directors
- Processed invoices and expense reimbursements utilizing Concur and PN3 Financial Reporting
- Planned and coordinated events (conferences and receptions) hosted by CWA Legislative and/or Political departments in collaboration with partner organizations
  - o Political Train the Trainer Retreat, August 2017 -- coordinated training retreat for national political activists to attend; catering, domestic travel and logistic and shuttle coordinator for 15-20 attendees.

**2016-2018 COMMUNICATIONS WORKERS OF AMERICA**  
POLITICAL, LEGISLATIVE & HUMAN RIGHTS ADMINISTRATOR (cont'd)

- Regularly interacted with US Senators and Representatives on behalf of the CWA Legislative Director
- Received and processed political contributions in support of elected officials, federal and non-federal PACs and Super PACs
- Collaborated and coordinated work with other Administrative Support within the Executive and Secretary-Treasurer's office of CWA
- Legislative & Human Rights Administrator (10/2015-4/2017)
  - Planned and coordinated events (conferences and receptions) hosted by CWA Legislative and/or Human Rights departments in collaboration with partner organizations
    - o Legislative-Political Conference, Washington, D.C. – June 2016
    - o Human Rights Conference, Atlanta, GA – August 2016
    - o Minority Leadership Institute, Washington D.C. – September & October 2016
  - Coordinated three national committees within CWA organization – AD HOC, Women's and Civil Rights & Equity

**2015-2016 COMMUNICATIONS WORKERS OF AMERICA**  
DIGITAL MEDIA TECHNICIAN -- MEMBER EDUCATION

- Developed and implemented strategic online marketing campaigns to promote a special project training program.
- Updated and maintained FrontierRising's social media presence, including daily monitoring, posting, scheduling and reporting on Facebook updates and page metrics.
- Planned, composed and managed e-blasts and e-newsletters Designed marketing material & regularly updated the FrontierRising's website content
- Maintained a database of participants in training program to analyze engagement and strategic partnerships with vendors
- Collaborated with remote staff on new ideas, directions, and tools for marketing and communications with members
- Prepared weekly reports for superiors

**2013-2015 LF DOES**  
BRAND CONSULTANT & LEAD DESIGNER

- Designed websites, branding, social media strategies and print materials for non-profit organizations and small businesses seeking to improve their audience and market reach.
- CLIENTS: These Are The Daughters (NPO); Donald Malloy (artist), Dale Ciceron & O4C (artist);

**2010-2013 GREATER HIGHWAY DELIVERANCE TEMPLE MINISTRIES - BISHOP LISTON PAGE, SR. (PERSONAL)**  
SOCIAL MEDIA STRATEGIST & LEAD DESIGNER

- Initiated ministries social media presence on Twitter & Facebook.
- Created and maintained weekly content for ministry website
- Designed initial website for membership engagement and information distribution (ages 25-65) as well as auxiliary organization sites and event social media content.
- Created online presence and accessibility to leadership of growing organization
- Developed, managed, maintained long standing relationships through social media engagement
- Increased following on a weekly basis by 25% utilizing inspirational and itinerant posts.
- Introduced and incorporated branded video, imaging and jargon based hash tagging among the audience to establish brand and increase audience loyalty

**VOLUNTEER WORK**

Urban Mentor, Founder | 11/2017 - Present

Facilitates trainings for individual interested in or serving youth in urban communities in a mentorship or direct care capacity; Curates curriculum, resources, and tools for development training of mentors, youth and parents/guardians

Justice For Juniors, Small Group Facilitator-Speaker | 3/2017 -3/2019

Facilitates ethical and moral conversations and engagement with juveniles committed to the D.C. Youth Rehabilitation Services Center

Reid Temple AME Church/Kingdom Fellowship AME Church

- Daughters of Esther – Rites of Passage Ministry Leader 10/2015 – 5/2019
- Generates and facilitates programming for girls in grades 7-12 that enhance their holistic transition into womanhood.
- Eleven22 CREWS Leader & Ministry Lead 2/2016 – 2/2020
- Coordinates and leads dedicated small group (10-15) middle and high school students in spiritually uplifting, social and community service activities on a monthly basis. Coordinates and leads operations and administrative needs for a team of 10-12 leaders who serve a ministry of over 500 students grades 6-12.
- Eleven22 Teen Bible Study Lead 7/2016 – 1/2019
  - Develops and instructs bible based curriculum for students in 6-12 grades

Black Girls Code Non-Tech Volunteer | 2/2014 – Present

- Assists middle school- high school girls in discovering tools, training and techniques in the STEM field