

FRANKIE CERVANTES

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No matter the marketing/communications position I'm hired for—I'm experienced and ready in playing any role to get the job done.

QUICK FACTS

- **Experience:** A seasoned professional with 20+ years in marketing and communications.
- **Industry Knowledge:** Vast experience in technology and technology startups: SaaS, AdTech, CMS; health/wellness, hospitality, beauty/lifestyle, sports/entertainment, media, real estate, and government agencies.
- **Brand Marketing:** Envisioned and directed the creative elements and executed more than 14 rebranding projects at multiple companies. Highly capable of increasing a brand's footprint.
- **Product Marketing:** A go-to-market leader who strategized and successfully launched more than 30 G2M plans.
- **Lead Generation/Events:** Successfully executed 350+ national and global events with multi-million budgets. For each event, the goal was to show fast ROI. We had an average of 55% leads and hundreds of conversations.
- **Leadership:** Highly competent in planning and managing marketing budgets up to \$3M annually. Experience in managing marketing and creative team of up to 15 people.
- **Digital Marketing:** Created an award-winning digital campaign for lead generation that resulted in 20+ mentions by media, 10,252 views, 649 leads, and a conversion rate of 17%. Other digital marketing increased online viewers by 10,000 monthly, ~300 leads, and a conversion rate of 18%.
- **Media Relations:** Ten years of experience as a TV journalist with a deep understanding and expertise in how to approach and cultivate relationships with high-profile national and global journalists and publications. Well-versed in AP Style of writing.
- **Public Relations:** Creative and profound writing skills with award submissions have contributed to 60+ C-level and company awards, including EY Entrepreneur Of The Year®. Securely booked more than 50 speaking engagements for company leaders and executives.
- **Startup experience:** Played a crucial role in year-over-year 100% company growth and doubling revenue year-over-year at former companies. M&A experience.
- **Business Development:** Attained and retained clients at Fortune 500/5000 companies like Amazon, Starbucks, and Coors Brewing Company and exceeded personal and business goals by increasing revenue up to \$3M for two years.

Awards:

- Five BMA Gold Key Awards for digital marketing campaigns.
- An employee of the Year Award and Best Employee to Exceed Expectations.
- Top Performer and Company Representative.
- Awarded two News & Documentary Emmy® Awards.
- PRSA awards for G2M campaigns.
- Recognized as a top female professional in marketing.

Education:

- University of Utah, B.A., Mass Comm, 1997
- University of Denver, Communication, 1995
- Community College of Aurora, A.A, Marketing & Advertising, 1993

EXECUTIVE EXPERIENCE

Leadership experience: Strategized and managed all digital marketing and online advertising efforts, sales enablement, overseeing all creative projects, product marketing, company branding/rebranding, public/media relations, internal communications, event strategy, demand and lead generation planning, company culture initiatives, and day-to-day operations marketing and creative teams.

FRANKLY COMMUNICATIONS | Principal | Denver | June 2010 - Present

- 15 GTM plans and 15+ brand identity projects resulting in increased brand awareness and revenue.
- Trained Fortune 500/5000 marketing teams on social media and SEO. Attained government contract to train U.S. Environmental Protection Agency (EPA) and U.S. Fish & Wildlife Service (FWS) communications teams on social media and digital marketing best practices.
- Digital marketing initiative for a health/wellness company resulted in \$1M views and 300,000 leads. Social Media followers increased by 55% during the campaign.
- Former clients include Warner Bros. Records, American Financing, Climbr, Dixie Elixirs, Avis Budget Rental (ABG), and more.

EDISON INTERACTIVE | Sr. Director of Marketing | Denver | July 2019 - Nov. 2021

- Hired by the C-level team to build and lead a marketing and creative team.
- Initiated and completed rebranding initiatives, positioning, messaging, and all creative assets.
- Strategically created a GTM plan for a new division of Edison Interactive—EdisonLive, a video conferencing platform developed during COVID-19.
- Managed all digital marketing efforts and increased online visibility with content and SEO. Results: 1000+ new website viewers monthly, 300 leads, and a conversion rate of 12%.
- Managed all marketing materials and played a crucial role in attaining clients like ABG, Samsung, Shark Experience, Verizon Wireless, and more.

GENESIS MEDIA | VP of Marketing & Culture Officer | Denver and NYC | Nov. 2017 - March 2018

- Genesis Media acquired Altitude Digital in 2017. C-level and BOD agreed to have Frankie continue to be the company's VP of Marketing & Culture Officer in Denver and New York.
- Led all rebranding efforts: positioning, and messaging, oversaw all brand identity creative assets, and GTM plans with the newest platform upgrades after acquisition.

ALTITUDE DIGITAL | VP of Marketing & Culture Officer | Denver | July 2011 - Nov. 2017

- Created company culture initiatives to improve employee engagement, productivity, and overall business strategy.
- 10+ GTM plans; three company rebrands; comprehensive M&A research for BoD, C-level, and investor/shareholder presentations.
- Contributions led to 100% year-over-year growth and doubled its revenue. Altitude was listed #54 on the Inc.500 for two years running. The company generated over a quarter of a billion dollars prior to its acquisition.

PLATFORM EXPERIENCE

CRM's: Salesforce; Pardot; Marketo; Hubspot; Mailchimp; Constant Contact, and Zoho.

DESIGN: Adobe Creative Suite; Canva; Zepplin; InVision App; WordPress, and more.

DIGITAL MARKETING: **Google:** Data Studio, Analytics, Ad Words, Business Profile, and Trends.

SEO: Keywords.com, Dashthis, Moz.com, and SEMrush.

Social Media: Adobe Express and Marketing Cloud, Hootsuite, SproutSocial, UpInfluence.

OFFICE PLATFORMS: Google Workplace, Microsoft Office 360, Asana, Monday, Slack, Trello, Evernote, Clockify, Zoom, Basecamp, GoToMeeting, Calendly, and Nimble.