

FRANCIS UKPOLO

Marketing Manager

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Professional Overview

A savvy marketing professional with a sound knowledge of content production, ad optimization, and SEO. Successful track record of leading digital strategies and achieving results.

Education

Computer Training Source
INTERNET MARKETING - PPC, SEO
Certificate | 2013 | *Chicago, IL*

Benedictine University
MARKETING (HONS)
M.B.A | 2012 - 2014 | *Lisle, IL*

Columbia College University
FILM & VIDEO PRODUCTION (HONS)
B.A | 2004 - 2006 | *Chicago, IL*

Expertise

SEO/SEM Certified	HTML, CSS
PPC Certified	Adobe Creative Suite:
UI/UX Design	Dreamweaver, Photoshop,
InterAction (CRM)	InDesign, After Effects,
Social Media Strategy	Audition, Flash
Email Marketing	Art Direction
Google Analytics	Storyboarding
Web Optimization	Final Cut Studio
Wordpress	Video production
eCommerce Platform	Animation

Experience

Integrated Marketing Manager

STEMCYTE, INC. | LOS ANGELES, CA | MAY 2017 - PRESENT

- Designed, wrote and led production of marketing collaterals throughout the company. Work included writing original content and designing quarterly newsletters, press releases, news articles and multiple brochures
- Developed strategic plan including pricing changes and new promotional approaches
- Developed and executed a strategy to improve company's online reputation and manage reviews. Average online rating increased from 1.0 star to 4.7 stars within two months
- Developed marketing and launch strategy for StemVita; a regenerative stem cell face mask
- Increased leads and generated \$40,000 in revenue per month by optimizing pay-per-click campaigns
- Established style guidelines and key brand messaging for marketing collateral, ensuring a much more consistent and effective brand message
- Led the organization through a website redesign. Work included content architecture, search engine optimization, and responsive design. (*Launch date set for January 2018*)

Digital Marketing & Communications Senior Coordinator

UNIVERSITY OF SOUTHERN CALIFORNIA | LOS ANGELES, CA | APR 2014 - MAY 2017

- Developed web content for USC's Clinical and Translational Science Institute (CTSI) and Keck School of Medicine of USC
- Managed web properties and implemented best practices to improve search engine rankings
- Established privacy policy to meet FTC fair information practice principles
- Developed marketing strategy to improve adoption of *USC Profiles* (an internal networking site). Web traffic increased from approximately 250 to 11,000 visitors per month
- Helped develop a social media automation platform to address the national clinical trial recruitment challenge
- Managed digital advertising budget including social media platforms, Google Adwords setup and optimization
- Cultivated new distribution channels for CTSI news/media and established partnership across USC and CHLA
- Served as lead project manager for institution wide *Digital Scholar Training Initiative* at USC and CHLA
- Taught an online course "*Creating a HIPAA-compliant recruitment website*" to researchers at USC and CHLA as part of the Digital Scholar Training series
- Provided integrated marketing consultation to researchers at USC and CHLA to help disseminate their work and recruit patients for clinical trials.
- Developed a promotional video that helped secure a donation of \$100,000 for a leukemia study at the Keck School of Medicine of USC

- Developed a brand standards guideline for graphics and multimedia design, as well as ensured consistency of communications across all channels

Multimedia Project Manager & Designer

ILLINOIS COLLEGE OF OPTOMETRY | CHICAGO, IL | NOV 2011 - MAR 2014

- Collaborated with IT department to implement new media storage solution and introduce new means of mass communications to students, staff and faculty via voicemails
- Presented creative capabilities and digital strategies to team consistently. Worked with team to launch brand refresh and 140th anniversary campaign in 2012
- Implemented best practices to optimize performance of email campaigns. Open rates increased from a 32% average in 2011 to as high as 56% in 2012
- Introduced digital content and interactive media to quarterly alumni magazine
- Developed, managed, and maintained reports for multimedia and e-newsletter campaigns
- Managed student bloggers for “Day in the Life” podcast series

Multimedia Coordinator/Print & Graphic Designer

NAVIGANT CONSULTING, INC. | CHICAGO, IL | FEB 2007 - OCT 2011

- Key member of the marketing team that received the BMA award in Event Marketing in 2009
- Produced and managed multimedia and print assets that were consistent with Navigant’s brand standards
- Managed vendor relationships and worked along with vendors to produce marketing collaterals
- Enhanced digital communications strategy by launching “3 Minutes to Impact” video/audio podcast on social media channels. Created HTML landing pages for podcast series hosted on Navigant’s website
- Improved productivity ratio by organizing print production schedule and ensure timely flow of projects
- Collaborated with marketing director to plan and execute Navigant’s brand refresh campaign in 2010. Provided research reports on current industry and market trends necessary for an effective campaign

National CLE Coordinator & Marketing Associate

NAVIGANT CONSULTING, INC. | CHICAGO, IL | FEB 2007 - DEC 2008

- Coordinated national Continuing Legal Education (CLE) program for Navigant
- Generated business for the program by managing client relationships and connecting with legal professionals throughout the country that raised over \$9.4 million in revenue from 2007 – 2009
- Provided prospective clients with information about the program via direct mailing and electronic efforts
- Designed and distributed promotional materials, and was responsible for CLE accreditation from various state bars

Awards and Honors

2014 - Business Strategy Game

INDUSTRY CHAMPION

Served as a senior executive at the best-performing company in an industry setting where teams of MBA students ran companies and crafted strategies aimed at achieving superior financial performance and market leadership; the exercise was conducted at Benedictine University.

2014 - University of Southern California

CO-AUTHORED RESEARCH PUBLICATIONS

Co-authored two research publications with a team of scientist and developers at the University of Southern California to show the effectiveness of web-based approaches to promoting translational research and clinical trials.

2014 - Business Strategy Game

RANKED 6TH BEST OVERALL SCORE WORLDWIDE

1499 teams from 124 colleges/universities participated in the simulation world-wide.