

# CARLOS FRANCO

CULTIVATING RELATIONSHIPS AND EXPANDING BUSINESS

cfrancohides@gmail.com | 714.743.4585 |  cfrancohides | culture-fluent.com

## EXPERIENCE

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### **Business Development and Affiliate Marketing** EIGHT HORSES

MAY 2017—DECEMBER 2018

Client Support: DrocoUSA, PaceShave, Aveline, Perio (Barbasol and Pure Silk)

My role was a hybrid between waving the EH flag to garner new business and executing in the affiliate market (Rakuten) for our participating clients.

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### **Account Executive** UNITED COLLECTIVE

DECEMBER 2016—APRIL 2017

Client Support: California Milk Processor Board, KIA, Turbo Tax, New Business Development

CMPB (Toma Leche / Got Milk?):

- Executed logistics for quarterly client meeting
  - Compiled internal and client status reports
  - Assisted in strategy meetings
  - Coordinated cross-agency directives
  - Revised account hours weekly
  - Processed estimates through client and finance
  - Updated production report
  - Monitored industry and tracked competitive
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### **SENIOR COMMUNITY BUILDER** TODAY611

SEPTEMBER 2013—SEPTEMBER 2016

- Cultivated Relationships with Municipalities, Businesses, Schools, Organizations, and Residents.
- Responsible for New Business Development
- Community Outreach: encouraged people to discover, shop local first, and take community engagement to the next level.
- Established a sales journey for potential customers to experience Today611.
- Organized and implemented community service projects, fundraisers, and other public events to encourage discovery, shopping local, and community engagement among residents and visitors.
- Served as the spokesperson of the company, presenter and emcee during public events.
- Spearheaded campaigns and ensured that a project is completed on time, with quality, and on budget from the creative brief to final product.

## PRAISE

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*"I've watched him build relationships quickly and more importantly keep them as lasting partnerships." - John Park, CEO, Eight Horses*

*"Great guy with an even greater attitude: energetic, optimistic, and always first to raise his hand to lend a hand."*

*- JP Rodriguez, Head of Account Management, United Collective*

*"His strongest strength is his ability to organize problems...and to execute a solution."*

*- Craig Sunada, VP, Today611*

## PHILOSOPHY

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*"Endurance is not just the ability to bare a hard thing, but to turn it into glory."*

## MOST PROUD OF

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### **Not Losing**

My spark for life combines optimism and strategy to get through challenges

### **Being Different**

Going with the flow is just the safest option, but safe doesn't break ground

### **Rallying the Troops**

Worthy challenges are not easy, they're also not done alone

## STRENGTHS

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| Persuasive  
| Motivator & Leader  
| Kindness

| Power Point + Excel + Word  
| Photoshop + Illustrator + InDesign  
| CRM + Email Marketing + Web Dev

## LANGUAGES

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English	
Spanish	
French	
Korean	

## MY HOBBIES

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| Culture Exploration + Travel  
| Hiking + My Dog, Pizarro  
| Fitness + Creative Cuisine  
| Buena Park Sister City Foundation  
| Start-up Companies

## EDUCATION

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B.A. in Communications - Advertising  
California State University, Fullerton