

# CARLOS FRANCO

CULTIVATING RELATIONSHIPS AND EXPANDING BUSINESS

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## EXPERIENCE

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### Principal Culture-Fluent LLC

DECEMBER 2018—PRESENT

Clients: Cypress College, Buena Park Sister City Foundation, We California Tours, Buena Park Mayor's Prayer Breakfast, Cube World USA International, XSRA.TV, Bleu Bambi, Dr. Hashemi MD, Integrity Motorcar, PayAssist, Cube World Media

- Web Development, Digital Ads, Influencer Campaigns

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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)

- Garnered new business and executed 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?):

- Compiled status reports and revised department account hours
- Monitored industry and tracked competitive
- Participated in cross-agency directives

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### SENIOR COMMUNITY BUILDER TODAY611

SEPTEMBER 2013—SEPTEMBER 2016

- Cultivated Relationships with Municipalities, Businesses, Schools, Organizations, and Residents
- New Business Development: Established a sales journey for potential customers to experience Today611
- Community Outreach: Organized and implemented community service projects, fund-raisers, and other public events to encourage discovery, shopping local, and community engagement among residents and visitors
- Spokesperson of the company and emcee during public events
- Spearheaded campaigns and ensured that projects are completed on time, with quality, and on budget from the creative

## 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