

# Ian Francis

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## Education

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**Stanford University** 2012-2013

M.A. Communication – Journalism, with Digital Media Entrepreneurship focus  
Degree conferred June 16, 2013

**Marquette University** 2008-2012

B.A. Communication – Journalism; with dual major in Philosophy (*Summa Cum Laude*)  
Degree conferred May 18, 2012

## Work

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**100 Flights** 2018-2019

Creator/Author Berlin, Germany

- Authored travel journalism book, *100 Flights*, set for publication in Q4 2019 / Q1 2020
- Independently developed *100 Flights* and 100flights.com, including all brand assets and graphic/web design

**Digital Knights** 2017-2018

CMO, Head of Marketing & Communications Berlin, Germany

- Directed all content marketing, branding, website, copy, social, email, design, and PR for European startup
- Led team in business development and communication strategy for market penetration and company growth

**Rio 2016** (Organizing Committee of the 2016 Olympic and Paralympic Games) 2016

Digital Communications Manager Rio de Janeiro, Brazil

- Led editorial team that managed all official Rio 2016 social accounts (2M Facebook, 600k Twitter, etc.)
- Guided games-time content strategy for global English audience, counseled Portuguese and Spanish teams

**Snapchat** 2016-2018

Producer (Contract) Brazil

- Worked as producer on content team and was main point-of-contact insider for emerging Brazilian market
- Planned and executed live media strategy for global audience (up to 10M visualizations per production)

**Wisecrack** (YouTube Partner Channel) 2015-2016

Growth Strategist/Hacker Los Angeles, CA

- Managed content marketing, social, web, analytics, SEO/SEM, email, and A/B test performance
- Grew audience from 300k to 1.2M via subscriber onboarding and strategic digital campaigns

**Independent Consultant** 2014-2018

Executive Marketing and Digital Media Strategy USA, Brazil, Europe

- Advised clientele of startups and software development agencies to strengthen digital performance
- Previously authored digital audience case study on behalf of Tubular Labs, requested by YouTube

**University Communications** (Stanford University) 2012-2013

Digital/Social Media Manager Palo Alto, CA

- Managed and wrote for Stanford's official Facebook, Twitter, and LinkedIn accounts
- Executed redesign of digital strategy and voice, doubling Twitter following in 9 months (~75k increase)

## Additional

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**Languages** Native: English. **Fluent:** Portuguese. **Advanced:** German, Spanish. **Beginner:** Italian.

**Multimedia** Adobe Suite (Photoshop, Ae, Ai, etc.), Final Cut Pro, HTML/CSS, Javascript, Audacity, Sketch