


FRANCESCA HELLEBRANDT

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PROFESSIONAL SUMMARY

Talented and results-oriented creative professional with experience leading teams, managing budgets and developing content strategies to engage target audiences. Proven track record of developing successful and innovative content campaigns that improve brand visibility. Possesses excellent eye for detail and nuanced understanding of brand voice and messaging.

WORK HISTORY

Creative Producer, Comms Content Studio, 02/2022 - 02/2023

Ebay, Chicago, IL

- Built end-to-end video production process for eBay's Global Communications Content team and achieved significant savings through in-house content creation.
- Presented creative concepts to clients and implemented continual feedback to achieve client satisfaction.
- Managed workloads of 3 production coordinators and other team members to optimize productivity and timeliness of task completion.
- Directed video and photo shoots for digital media, reviewing each element against client standards and expectations.
- Evaluated and contributed to creative team ideas and translated into actionable project plans.
- Optimized vendor programs by vetting producers, negotiating rates and monitoring services.

Content + Production Manager, Comms Content Studio, 02/2021 - 02/2022

Ebay, San Francisco, CA

- Produced and executed integrated content campaigns spanning video, editorial and design.
- Monitored production activities and managed schedules to ensure on-time delivery, while developing process improvements to optimize production speed and quality.
- Launched and produced 3 quarterly video series.
- Built creative briefs and timelines to manage creative process from concept to completion.

Content Manager, Comms Content Studio, 08/2019 - 02/2021

Ebay, San Francisco, CA

- Managed and executed multimedia content for internal and external communications.

SKILLS

- Creative Direction
- Creative Team Collaboration
- Team Development
- Producing
- Project Management
- Creative Operations
- Copywriting
- Design Understanding
- Content Strategy
- Multimedia Storytelling
- Stakeholder Management
- Communications

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Microsoft Excel
- Powerpoint
- Google Analytics
- Monday.com
- Salesforce

EDUCATION

Certificate, Graphic Design, 12/2022

School of The Art Institute of Chicago - Chicago, IL

Bachelor of Arts, Communications, 06/2018

Santa Clara University - Santa Clara, CA

LINKS

- www.francescahellebrandt.com
- www.linkedin.com/in/francescahellebrandt

- Led editorial planning, content ideation and publishing for 5 corporate channels.
- Managed content distribution to online channels and social media platforms.
- Used content management system to analyze user engagement and website traffic metrics.

Content Specialist, Comms Content Studio, 05/2018 - 08/2019

Ebay, San Jose, CA

- Wrote blog posts, edited copy, published to channels run by content team and ran complementary social media programs.
- Coordinated with design team to illustrate and enhance articles.
- Composed original written material for various types of publications and submitted for approval by supervisor, editor or publisher.
- Played instrumental role in creative planning and review sessions, working with Content Studio to elevate quality of content and designs.
- Managed 3 @lifeateBay social channels, spanning Facebook, Instagram and Twitter accounts.

Public Relations Intern, 12/2017 - 05/2018

Ebay, San Jose, CA

- Tracked press coverage including magazine, newspaper and blog placements.
- Conducted media outreach and drafted press materials, including news releases, media alerts and pitch letters.
- Pitched to roster of 50 local reporters and wrote blogs on company-wide campaigns.
- Developed original content for blog posts and website articles.
- Responded to media inquiries, monitored media coverage and created press reports to influence public narrative.

Marketing Intern, 10/2017 - 12/2017

Amour Vert, San Francisco, CA

- Assisted with research, conception, preparation, and execution of creative content.
- Contributed to B2C marketing initiatives and assisted with photoshoots.
- Performed competitive analysis on other brands and retailers' email marketing strategies.
- Assisted marketing coordinators and graphic designers with website copywriting and proofing.

Marketing Communications Intern, 06/2016 - 09/2016

Siemens, Mountain View, CA

- Supported 3 product rollouts spanning collateral, events, PowerPoint, videos, customer testimonials, and promotional activities.
- Drafted social media posts, newsletter articles, and marketing updates for distribution.
- Proofread and edited materials prepared by all staff to check and correct spelling, grammar, and style.
- Developed campaigns to increase public awareness of company and engage customers.