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PROFILE

Fluent in both English & Spanish, I am equipped with both formal education & professional experience in the arts & sciences of Modern Digital Marketing. My goal is to leverage these skills in a corporate setting to grow a company's positive public image & profitability while continually expanding my personal skills.

Formal education in digital marketing tools including: Google Business, Google Analytics, Microsoft Excel, WordPress, TikTok, Facebook, Instagram, Meta, analytic tag tracking & more.

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI

Bachelor of Science in Business Administration May 2025

Major: **Marketing**

Minor: **Spanish for the professions**

MARKETING EXPERIENCE

Director of Social media

Jan 2023-May 2024

ETA MU, Milwaukee, Wisconsin

Hired for the position of Director of Social Media for ETA MU, my responsibilities include managing quarterly marketing plans and interpreting organic post data.

Develop content for social media focused on growing the fraternity's follower base.

Meet with the board to develop new campaigns & present post analytics.

Lead development on strategies to increase user retention & conversion rates.

Marketing Manager

June 2021-June 2023

WE LOVE POP UPS, Chicago, Illinois

Design content for social media, focused on promoting converting Instagram, Facebook & TikTok users in target demographic into customers.

Maintain a strict schedule publishing stories & posts using excellent time management skills & scheduling software.

Successfully increased the client's Mail-chimp & Instagram audiences from 70,000 to 120,000 & 42,000 to 50,000 respectively.

SOCIAL MEDIA MARKETING AGENT

June 2020-Present

V5 GROUP, Chicago, Illinois

My role with V5 involved leveraging my fluency in English & Spanish while meeting the monthly quota of a 4% minimum growth rate on my assigned client social accounts.

Participate in all forms of marketing activities, including social media, content creation and SEO/SEM analysis.

Create content for WordPress Blogs, Instagram, Facebook, TikTok & Youtube across multiple, simultaneously managed, clients.

Partnered with associates to create text posts and choose tags & hashtags to better aim our campaigns.

CLASS PROJECT EXPERIENCE

Vice President of Marketing, BizCafe Coffee Shop Simulation September-December 2021

Business Day 1, Marquette University

Created weekly marketing strategies for simulated coffee shop.

Developed interpersonal communication skills by presenting with team

ACTIVITIES

Director of Social Media, ALPHA PHI SORORITY Feb 2022-Jan 2024

Manage quarterly marketing plans and interpreting organic post data.

Member, Delta sigma pi (business fraternity) March 2023-Present