

# FRANKIE DE SOTO

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## SUMMARY OF PROFESSIONAL QUALIFICATIONS:

**Online media and visual marketing communications** professional with over 12 years experience using the latest multimedia software to complete high quality design projects and 4 years experience studying and utilizing **social media** as a beneficial communication tool as well as online content creation and **SEO**.

## EDUCATION:

University of Texas at Dallas, Richardson, Texas. 2010. GPA: 3.9

**Masters of Fine Arts** in Arts and Technology

Member of the National Scholars Honor Society

2010 UT Dallas Student Employee of the Year

University of North Texas, Denton, Texas. 2001. GPA: 3.75

**Bachelor of Arts in Art**, and double minors in Marketing and Radio, Television and Film

Graduated with Cum Laude, three Dean's List, two President's List and three honor society memberships

## COMPUTER SKILLS ON MAC AND WINDOWS:

Adobe Creative Suite, Microsoft Office, Wordpress, SEO, Final Cut Pro

## VISUAL AND MARKETING COMMUNICATIONS EXPERIENCE:

**SEO Specialist.** *Standing Dog Interactive, Dallas, TX. December 2010-Present*

- Research possible keywords for hotels geographically located in the United States.
- Collect linked press releases through online research of events for clients' web content.
- Prepare press releases for copywriter and social bookmark the completed releases online.
- Prepare monthly client reports for SEO service packages on both Excel and Google spreadsheets.
- Help identify new linking opportunities by reviewing potential websites to ensure relevancy.
- Submit requests to third party vendors to solicit pricing and information for new linkage.
- Assistance in the updating of progress reports to ensure all projects stay on target.
- Optimize images with keywords and meta data then post onto selected image sharing sites.
- Provide basic video editing on clients' videos to be posted on Youtube.
- Blog on current trends in the areas of social media, online media and SEO.

**Internet Marketing Intern.** *Rasansky Law Firm, Dallas, TX. August 2010-December 2010*

- Dutifully performed SEO audits on 32 websites that needed to be updated on keyword optimization.
- Properly managed the law firm's Wordpress content and offered recommendations for increased functionality.
- Conducted basic html web editing on websites requiring updated online SEO content.

**Facebook Administrator,** *Being Puerto Rican. August 2010-Present*

- Passionately create engagement by posting content and media relevant to Puerto Rico through research. Before my assignment, the fanpage was stable at 2,273 followers now it is nearing 17,000 and increasing.

**Social Media Intern.** *LevelTen Interactive, Dallas, TX. September 2009-December 2009*

- Posted blogs on LevelTen's website on current Internet marketing trends, social media, and CMS site building. Successfully Attracted 228 total blog reads.
- Managed company's Facebook fanpage. Successful efforts increased LevelTen's Facebook fans from 116 to 133.
- Managed company's LinkedIn. Continuous engagement increased LevelTen group members from 100 to 127.
- Utilized Twitter to build LevelTen's online presence in social media.
- Analyzed and listed features from competitor websites for further study and possible utilization for LevelTen's clients.
- Designed graphics of clients' websites for LevelTen's portfolio website page.

**Graphic Design and Social Media Intern.** *University of Texas at Dallas, Richardson, TX. February 2008-Dec. 2010*

- Successfully designed various graphics like brochures, logos, presentations, and advertising for college departments.
- Gathered recorded video clips of the student camp activities and posted them on Youtube with SEO.
- Posted regular updates of student activities on Facebook and Twitter in order to build an online presence.
- Created news press about the student camp with a link to the webpage and published it on Digg.
- Studiously revised the supervisor's profile webpage by utilizing basic html and CSS coding for light maintenance.

**Marketing Communications Intern.** *RiseSmart.com, Dallas, TX. March 2008-August 2008*

- Productively created direct mail materials such as postcards and online banner ads.
- Redesigned web pages for website and sent directions to programming team for production.
- Managed the transition of news articles from blog posts to RiseSmart.com's News Press page online.
- Studiously researched vital marketing information for presentation and study.
- Methodically compiled and managed market data important for subscription status and record keeping.

**Graphic / Web Assistant.** *Greater Dallas Chamber, Dallas, TX. July 2007- Jan. 2008*

- Effectively designed event-marketing material such as postcards, programs, announcements and signage.
- Designed email marketing templates and managed e-newsletters in email CMS software.
- Efficiently prepared bid requests, artwork and documents to be sent to the printer.
- Converted images and PDFs to be uploaded to the Chamber website.

**Marketing Graphic Artist.** *Pavestone, Grapevine, TX. Oct. 2005 - March 2007*

- Produced visual materials such as market presentations, brochures, catalogs and displays.
- Designed layouts for both company website and interactive CD and coordinated with production.
- Proofread and prepared assigned projects for company meetings, printing and FTP.
- Translated product information from English to Spanish.
- Prepared company products and studio for photo shoots and reformatted and archived all image files afterwards.
- Participation improved the organization and proficiency of the marketing department.

**Graphic Designer and Marketing Support.** *Verizon, Irving, TX. Feb. 2002 - May 2005*

- Designed and proofed high impact Verizon Super Pages ads for national clients.
- Consulted with up to 5 sales reps a day to determine the customers' advertising needs.
- Provided assistance to 24 graphic artists in the translation and design of Hispanic ads.
- Researched and gathered marketing information to create reports and presentations.
- Assisted in increasing overall ad production and accuracy to 98%