

FRANCES LOCKE

WRITER & EDITOR

✉ info@locke-digital.com

☎ 702.508.1808

📍 Las Vegas, NV 89135

ABOUT / CONTACT

PROFILE

Writer, editor, and content creator with a background in traditional print and digital publishing, graphic design, Internet marketing, community outreach, fundraising, and grassroots activism.

LinkedIn - /franceslocke

Twitter - @frances_locke

Portfolio - www.franceslocke.com

EDUCATION

Adelphi University | Garden City, NY

B.A in Communications

CAREER HISTORY

Locke Digital Media - Freelance Content Strategist | 2015-2016

- Developed digital marketing strategies for brands and businesses. .
- Managed marketing accounts for individual and enterprise customers.
- Organized an extensive editorial calendar to prioritize the key themes, campaigns, and content to create brand awareness..

Defy Media / Alloy Digital - Web Editor/Contributor | 2012-2012

- Collaborated with freelance writers on recommended editorial changes.
- Co-managed social media for popular websites like Mommyish, Crushable, & The Gloss.
- Wrote articles about health, beauty, fashion, celebrity, and other topics.

Punkin House Press - Senior Editor | 2008-2012

- Managed author relations for our quarterly digest.
- Wrote all digest-related PR and web content, plus other marketing materials.
- Collected, edited, and formatted for print each quarterly digest.

L&C Sunshine Tech LLC. - Web Manager | 2007-2010

- Used advanced SEO, SEM, and PR to improve sales and brand awareness.
- Wrote sales copy, web content, press releases, and other marketing materials.
- Increased monthly readership from 8K readers to 100K in six months.

✉ info@locke-digital.com

☎ 702.508.1808

📍 Las Vegas, NV 89135

VOLUNTEER WORK

Hurricane Sandy Book Drive - Founder/Organizer | 2012-2014

- Organized a drive to collect book donations for storm victims.
- Delivered over 20K books to families, schools, and organizations in the Greater New York City Area.

Coalition for the Homeless - Volunteer Shelter Monitor | 2006-2007

- Aided in inspecting the conditions of homeless shelters located in New York City.
- Helped connect clients to various services.

Wyckoff Heights Medical Center - Certified Crisis Advocate | 2004 - 2008

- Gave emotional support and crisis intervention for abuse survivors.
- Explained necessary medical procedures.
- Attended medical exams and evidence collection.
- Acted as a liaison to hospital staff and criminal justice personnel

TECHNICAL SKILLS

PHP



CSS



WordPress



Adobe Creative Suite



Mac OS X



Microsoft Windows 10



HTML5



Google Analytics



AWARDS

- New York One News - 2013

Named Queens Person of the Week by NY One News for my work on the Hurricane Sandy Book Drive. Video footage can be seen at bit.ly/2ddQJni