




MICHELLE ANN FRANZETTI

ADVOCATE FOR CREATIVITY

PORTFOLIO

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EXPERIENCE

Better Block Winchester

2015-Present

Marketing & Communications Lead

- Formulated and executed marketing plan for grass-roots organization focusing on community development.
- Achieved positive public relations through interviews, press releases, and cultivation of social media.
- Utilized Google Drive to facilitate internal communications and coordinate volunteer workshops.

University of Kentucky

2014-Present

Adjunct Faculty for Arts Administration

- Primary Instructor for graphic design (Adobe Creative Suite), marketing, web-design, and communication classes.
- Assisting in the development of new course curriculum.
- Co-coordinator of state-wide social media workshop offered to help local arts organizations.

Winchester-Clark Co. Parks & Rec.

2011-Present

Director of Programming & Marketing

- Managed community outreach, social media, programming, grant writing, marketing, and membership relations.
- Organized all large-scale annual community events, implemented fundraisers, and created a full programming schedule based on the needs of the community.

Farmers Market: Winchester/Clark Co.

2014-Present

Market Manager

- Launched state and local grant funded programs incentivizing SNAP and WIC recipients to shop at the market.
- Increased market attendance and sales through special event programming and marketing tactics.

Clark County Activity Coalition

2013-Present

Board of Directors Co-Chair

- Directed large-scale events to promote healthy activity through collaboration and innovative programming.
- Coordinated the annual Clark County Wellness Challenge which included over 15 organizations partnering together to help the community become more healthy.
- Created a social media presence, website, and email campaign to support communication.

EDUCATION

University of Kentucky

2014-2015

Master of Arts: Arts Administration

With a foundation built from marketing, budgeting, fundraising, and law, this program aimed to create social entrepreneurs ready to find solutions to the world's problems by cultivating partnerships and maximizing collaboration.

Transylvania University

2006-2010

Bachelor of Arts: Music Education & Vocal Performance

A strong focus was put on communication skills, writing, and attention to detail. The demands of a liberal arts school forced the development of strong time-management and organizational skills. My experience on stage helped me cultivate my presentations skills while expanding my love for the arts.

REFERENCES

Dr. Rachel Shane

Director of Arts Administration
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Matthew Elmore

President of Pride Minot
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Rachel Alexander

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Charles Eury

Director of the Board
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HONORS

Kentucky Recreation & Parks Society

2014 Young Professional of the Year
2015 Department of The Year
2015 Conference Committee
2015 Conference Presenter



Association of Arts Admin. Educators

2015 Conference Presenter

University of Kentucky

2014 Michael Braun Endowment Recipient
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EXPERTISE

Photoshop 
Indesign 
Illustrator 
Microsoft Office 
Google Apps 
Presentation Prep 
Budgeting 
Teamwork 
Baking for Coworkers 