

Francesca G. Di Lollo Chacon

+1 (407) 318-6414 | fdilollochacon@ufl.edu | www.linkedin.com/in/francesca-di-lollo-chacon

EDUCATION

University of Florida, Warrington College of Business

May 2028

Bachelor of Arts in Business Administration, General Studies

Gainesville, FL

- Minor in *Mass Communication and Statistics*
- GPA: 3.83

PROFESSIONAL EXPERIENCE

Expressive Marketing – *Project Manager Intern* | Gainesville, FL

February 2026 – July 2026

- Led weekly social media strategy and brand management for Kazu Sushi Burrito, increasing average monthly Instagram impressions by 562% -- from 2.9k 19.2k.
- Managed content calendars, project timelines, and cross-functional deliverables to coordinate content production and maintain consistent campaign execution.
- Conducted research on local university students' preferences and behaviors to inform promotional messaging, content strategy, and audience-focused storytelling.

Wellington Wellness Institute – *Marketing & Design Intern* | Wellington, FL

May 2026 – July 2026

- Designed and developed the clinic's website in collaboration with staff, refining site structure, content, and brand messaging to establish a cohesive digital presence.
- Created digital mockups for lobby design and exterior window graphics, aligning physical branding with the clinic's digital identity.
- Analyzed competing aesthetic medicine clinics to identify market gaps and differentiation opportunities, translating findings into recommendations for brand positioning and market strategy.

Jazz's Wonderland – *Social Media & Marketing Intern* | Gainesville, FL

February 2026 – May 2026

- Analyzed social media trends and audience preferences to develop Instagram Reels, increasing average likes per post by 700%.
- Created and presented a brand proposal detailing content strategy and audience engagement tactics.

University of Florida Marketing Department – *Teaching Assistant* | Gainesville, FL

May 2026 – Present

- Supported a course of 600+ semesterly students through weekly office hours, individualized tutoring, and timely communication to strengthen students' study strategies.
- Reviewed exam recordings and maintained activity logs to document potential academic integrity concerns.

LEADERSHIP AND ENRICHMENT EXPERIENCE

Clean Star Services – *Business Operations Shadowing* | Orlando, FL

May 2025 – July 2025

- Gained exposure to financial and administrative operations, including payroll operation, timekeeping reconciliation, and invoicing using QuickBooks and Excel.
- Used Excel to organize and examine client databases and presented findings on financial and performance metrics.

UF American Marketing Association – *Member* | Gainesville, FL

August 2025 -- Present

- Partook in weekly meetings with interactive exercises.

Operation Catnip – *Check Out Volunteer* | Gainesville, FL

August 2026 – Present

- Assisted in checking out cats from clinic back to owners by sanitizing workspaces, processing logistical information, and assisting owners.

LEADERSHIP AND ENRICHMENT EXPERIENCE

Technical Skills: Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Adobe Creative Cloud, Google Analytics 4

Certifications: Microsoft Office Specialist; Adobe Photoshop and Illustrator Certified Professional; Google Analytics 4

Languages: English (fluent); Spanish (professional fluency)

Interests: Consumer psychology, advertising, international travel.