

hello.

i'm glad you're reading this.
keep reading, i think you'll like what you see.

who am I...

the person who develops and structures your ideas into impactful concepts.

Sincerely,

A stylized, handwritten signature in black ink, featuring a large, looping 'C' followed by a series of overlapping loops and a long horizontal stroke.

mf.



Mia Francois

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Account Director/Senior Account Manager/Senior Project Manager

Meeting Targets by Driving Stakeholders Across All Levels Toward Common Goals

Results-driven marketing and creative leader skilled at orchestrating campaigns from concept to execution and across functions. Offer rare combination of big-picture vision and laser focus on details with ability to toggle between as required. Transform businesses and work cultures, fostering collaborative, respectful environments and morale while driving continuous improvements. Mentor junior associates, motivating them to tap into their strengths, buy into key business priorities, and deliver results while supporting them to receive promotions. Known as the glue that holds organizations together. Motivated by a commitment to excellence with 100% investment in business success.

Organizational Leadership | Strategy Development & Execution | Business Development | Relationship Building | Budgeting
Strategic Planning | Account Development & Management | Sales & Margin Growth | Change Management | Vendor Relations
Negotiations | Diversity & Inclusion | Cross-Functional Collaboration | Process Improvement | Resource Management

PROFESSIONAL EXPERIENCE

SENIOR ACCOUNT MANAGER | RanaVerse, LLC, New York, NY, August 2021 to present

Began tenure as contractor and promoted to oversee 50% of key accounts (\$1.3M revenue), including 2 Fortune 200 companies, building relationships with influential decision makers by demonstrating thought leadership and strong business acumen. Lead 5-member team across 4 locations, from entry-level account executives to SVP of operations and founder. Drive programs that elevate brand positioning, connect to culture, and tell meaningful stories across diverse brands. Mentor staff, establishing clear objectives/metrics for professional growth while leading team to execute core business priorities.

- **Played key role in securing Airbnb as client**, growing new retainer business within 4 months.
 - ✓ **Spearheaded strategy, pitch deck, and onboarding** with internal team for new client retainer business.
 - ✓ **Managed \$600,000 of retainer business** (3 influencer programs, 2 campaigns, and a client initiative) as account lead.
 - ✓ **Saved agency ~\$150,000**, assuming casting, legal, negotiation, contracting, HR, and interim junior account executive duties and automating processes, such as establishing directory for internal casting and developing framework for creative briefs, proposals, and reporting recaps.
 - ✓ **Developed/implemented new corporate positioning/brand identity**, creating 4 “first in business line” campaigns.
- **Increased retainer business and scope 13% in 12 months**, working with SVP operations to develop and scale new marketing strategy for top account.
- **Helped clients reach ~40M+ new and unique audiences with above average +3.5% engagement** (including BIPOC, LGBTQ+, Millennial, and Gen Z), spearheading 15 diversity-focused campaigns in 12 months that exceeded KPI targets.
- **Secured an additional \$200,000 budget with Airbnb in Q4 2022**, developing and executing 4 influencer campaigns in 6 weeks, establishing expedited process, and creating tentpole campaign to amplify messaging for top Airbnb business priority.
- **Averted project cancellation and safeguarded agency fees**, acquiring \$185,000 budget, saving ~\$50,000, and surpassing client expectations by creating framework for 2022 influencer programming. Led team to deliver strategy and created key campaigns.
- **Protected agency retainer**. Created/pitched 5 unique Super Bowl concepts, with 3 garnering interest and 2 merging into the 2022 Super Bowl campaign that launched for top client.
- **Facilitated positive sentiment from team members in 2022 and drove employee buy-in, engagement, and retention**, leading meeting with US and UK teams to communicate company goals/vision and company culture/team development initiatives that created safe spaces.
- **Ensure projects are completed on time**, collaborating with creative strategists, senior PR/communication managers, casting, legal, talent/influencers, directors, videographers, photographers, and editors.
- **Boosted productivity and work quality from internal leadership and key client partners**, nurturing relationships with team members at all levels, establishing appreciation moments, and providing guidance/recommendations for growth.
- **Championed and rolled out employee 401K plan** in collaboration with SVP of operations.



PRODUCER | RanaVerse, LLC, New York, NY, November 2019 to August 2021

Led internal and external teams to deliver projects on schedule or early and within budget. Leveraged organizational skills to manage multiple projects in fast-paced environment while maintaining high team and client partner morale.

- **Exceeded amplification metrics and increased audience reach**, averaging 3M+ and 3% engagement across social channels, producing content for brands such as YouTube, GMC, and Unilever.
- **Empowered creative teams to complete deliverables collaboratively**, providing the resources, tools, and process.

MERCHANT & INVENTORY FLOW MANAGER | Nordstrom, Inc., New York, NY, February 2018 to August 2019

Assumed newly created cross-functional position supporting 4 divisions and 25+ buyer and planning teams to launch new initiatives. Mentored 6 junior team members/interns, facilitating career development.

- **Produced 2%-65% sales increases across multiple product categories.**
- **Overachieved margin expectations for Q2 2018**, executing \$2M unit transfers between multiple locations in 5 days and managing in-season inventory flow between 5 departments while maintaining positive sales to stock.
- **Delivered 2%-10% increases in product categories within 45 days**, consolidating real-time feedback from store to buy teams on reorders and edits to meet customer demand.
- **Won 2018 Anniversary Cup** (company's top award for largest campaign), leading strategy/execution on key sales metrics.

ASSISTANT BUY PLANNER, POV & PETITES | Nordstrom, Inc., Seattle, WA, May 2016 to February 2018

Managed allocation and inventory, leveraging understanding of assortment opportunities to deliver best experience for customers by regions, channels, and countries. Created market prep tools for planning customer choice count, depth by location, and location clustering for buy planner/associate buy planner to build upcoming buys in market. Trained new team members on planning and allocation processes in buying office.

- **Improved sales, margin, turn, and inventory targets**, executing location project that efficiently analyzed individual store performance.
- **Achieved healthy open-to-buy position**, collaborating with internal partners to cancel orders on soft sellers and strategically shift goods in and out.
- **Supported diversity and inclusion strategy**, retaining and engaging top diverse talent. Created Nordstrom Black Employee Network with SVP of HR, corporate initiative sponsored by president/CEO and executive team, helped mobilize the LGBTQ+ network, and spearheaded/inspired the women employee resource group and veterans of Nordstrom affinity groups.

ASSISTANT BUYER, ENCORE SPORTSWEAR | Nordstrom, Inc., Seattle, WA, August 2014 to May 2016

Directed buyer strategy and streamlined communications to divisional VPs, stores, and site/marketing teams. Bought and grew assortment independently of buyer while finding and expanding additional business opportunities.

- **Stabilized negative inventory plans by record-breaking 150%**, boosting inventory position \$3M+ and sales 15% on \$50M business, which resulted in winning divisional award.
- **Transformed vendor partner's business from -40% to +45%** in Q1 2015.
- **Grew largest sales for one item during Nordstrom partnership** and drove in-season business for 11 vendors, positively influencing sales, gross margin, and inventory targets.
- **Increased demand 10% YoY**, collaborating with site/marketing teams on campaigns, site placements, and e-mail launches.

MERCHANDISE ASSISTANT, JUNIORS TOPS & DRESSES | Belk, Inc., Charlotte, NC, June 2012 to July 2014

Managed buyer checkbook to track shipping and receipt flow, mitigate risk, and leverage open dollars for immediate buys. Led junior "hot picks" with divisional merchandise manager to develop trend layouts for quarterly promotional campaigns. Created visual merchandise directives and plan-o-grams, including back-to-school floor set. Executed 2014 back-to-school advertising and sales projections, implementing strategies. Served as interim assistant buyer in spring 2015.

- **Drove 3% increase in sales over previous season**, exceeding aggressive goals, processing \$70M inventory across 45 vendors in 12 months.
- **Awarded #1 buying office with buying team**, surpassing plan 25%+ for Q1 2015.
- **Selected as SME for new Oracle purchase order system conversion**, supporting companywide training.

EDUCATION

Bachelor of Science, Marketing, Albany State University
Studies in Fashion and Retail Management, The Art Institute of Atlanta



mf. references

Brand Partner

I really appreciate Mia’s genuine enthusiasm for the brand. She energizes the team, prioritizes the evolving needs of our business, and is deeply committed to helping us achieve our goals. I’ve enjoyed watching her grow as a leader and motivate account members in this same way.

Mia’s superpowers are her superior organization skills, her strong work ethic, and her proactive communication.

She is definitely the pin holding all the pieces together for an account that is very demanding and constantly changing. When faced with disruption or confusion, she is able to maintain order, ask astute questions, and redirect.

External Partner - Agency Consultant (LGBTQ+focus)

I first met Mia while working on an LGBTQ+ campaign. She was easy to talk to, organized, and kept us on task and topic.

When we connected on set for the shoot, she was so encouraging. I wasn’t sure I wanted to be on camera, normally I play the back. Her words that day still sit with me, she said “You are so insightful and easy to understand. Folks in your community need to hear from you on why this campaign is important”.

Also, as a fellow creative, Mia has jumped in on brainstorming sessions, and supported me in content creating when it felt like I was fresh out of ideas. She understands how to relate to all people and issues/topics which makes her easy to not only work with, but trust. Mia has definitely grown into her own as a supportive leader and I feel lucky to work alongside her.

Internal Partner - Cultural Strategist (LatinX Focused)

I had the pleasure of meeting Mia when I was first onboarded to work alongside her on a series of cultural focused campaigns. Since then, I have seen Mia come into her own as both a leader and creative thinker. Not only does Mia show up into brainstorming and strategy sessions ready to present new ideas- she is also amazing at organizing and ensuring all of our thoughts are geared towards a collective goal. I have also seen how Mia has stepped up as a leader, especially with the onboarding new team members. In leading the team, she has showcased how she is able to take often complex asks from the client and turn them into clear directives for everyone.

In addition to all of this, I have been amazed at how she also leans into her creative side and develops concepts too. Seeing her hybrid as a creative (with amazing ideas), balance her responsibility as the account lead, and effectively liaison across multiple teams with varying communication styles is beyond impressive. Overall, I think Mia is an amazing leader and an asset to any team lucky to have her. I feel blessed to be able to work alongside her.

Internal Team - Junior Account Manager

Since working alongside Mia, she has been nothing but an exemplary leader who has guided new team members, like myself, in ways that have been inspiring and tailored to set our team for success.

Her ability to keep composure and high-level direction in an extremely fast-paced and ever-changing work environment has pushed me and the rest of our team to be the best version of ourselves.

I see Mia as a brilliant orchestrator who has a unique way of seeing opportunities in media while keeping the empathy to foster relationships with clients and partners.

It’s been a pleasure crossing paths with Mia and collaborating on impactful campaigns and I hope to learn more and more from her as we grow in our career journeys.

External Partner - Talent Manager

I’ve had the pleasure of working with Mia on multiple campaigns and her attention to detail and individualization is unmatched to any other campaign I’ve worked on in my career.

I truly am excited anytime I see a campaign offer from her come through my inbox. She truly knows the creators she’s working with and makes them/us feel like we are being taken care of and valued.

She has the perfect mix of professionalism and a friendly, positive attitude that makes even the trickiest of situations or roadblocks easy to navigate together.

With these qualities, she is poised to continue being a great and successful leader for anything she puts her mind to.



thank you.

