



# CATY FRANCO

## DIGITAL MARKETING SPECIALIST

I'm a nonprofit digital marketing generalist based in Sacramento, CA—part strategist, part designer, part techie. I specialize in raising funds and awareness for mission-driven causes, using a versatile mix of skills across web, email, CRM, and creative storytelling to make meaningful impact.

### Work Experience

#### California Native Plant Society

*Strategic Communications Specialist* | Mar 2024 - Present

- Manage CNPS's email marketing program including automation, segmentation, appeals, and analytics.
- Created and launched multiple digital campaigns, contributing to YOY donation increases and supporter engagement.
- Led strategy and build for Calscape.org and PowerInNature.org campaigns, ensuring brand alignment across web and email channels.

#### K2D Strategies

*Digital Account Executive* | Mar 2023 - Feb 2024

- Managed email and SMS campaigns for 4+ nonprofit clients, including fundraising and re-engagement series.
- Built automations, A/B tests, and appeals that raised over \$75,000 in a single campaign.

#### RedRover

*Project Manager* | Oct 2021 - Mar 2023

- Managed projects across four teams and a Salesforce database of more than 300k contacts; established website & email marketing program for *Kind News*, gaining over 5,000 subscribers.

*Education & Marketing Coordinator* |

Aug 2018 - Oct 2021

- Edited and contributed to 12 issues of *Kind News*.
- Designed marketing emails, social media posts, and videos for education programs.

#### Only Sunshine Sanctuary

*Board Member, Director of Education & Marketing* | Mar 2023 - Present

- Built OSS's first CRM and email program, increasing contacts by over 260%
- Increased annual donations by 63% in one year

### Education

#### University of California, Los Angeles

- B.A. Anthropology, English minor 2017
- Cum Laude honors, Lemelson Anthropological honors

#### The Management Center

- Managing to Changing the World, December 2024

#### Nonprofit Tech for Good

- Certificate in Digital Marketing & Fundraising, March 2021

#### Academy of Prosocial Learning

- Certified Humane Education Specialist (CHES) certificate, 2020

### Expert Skills

✦ **Web Development**

✦ **CRM Administration**

✦ **Email Marketing**

✦ **Project Management**

### Contact

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