



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 - Aug 2025

- Managed CNPS.org and complex chapter multisite system, improving performance, accessibility, and UX.
- Created and launched the PowerInNature.org coalition site and Calscape.org marketing campaign.
- Boosted YOY giving through optimized web content, donation flows, and campaign strategy.

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

K2D Strategies

Digital Account Executive | Mar 2023 - Feb 2024

- Created and directed strategies for digital campaigns for 4+ nonprofit clients. Established SMS program for client, raising nearly \$13k with \$6.45 ROAS. Raised \$75,000 in other paid ads for the same 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.

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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