

Advertising | Marketing | Communications

- **Consumer research**, from survey design to focus group facilitation and analysis – that informs advertising and marketing strategy – used in classroom projects benefitting diverse brands, including SONY, YETI and healthcare startup Julie.
- **Ability to manage multiple moving parts**, make decisions on the fly and hit deadlines under pressure cemented as a Camp Counselor, Lifeguard Instructor, Taekwondo Officer and formerly world-ranked Tetris Player.
- **Storytelling strengthened** by a strong hook, designed for fleeting attention spans and crafted with grasp of what captures (and loses) an audience – informed by linguistics studies yielding insights into sentence structures that pop.

EDUCATION

UNC-Chapel Hill Hussman School of Media & Journalism | 3.71 GPA/3X Dean's List

May 2026

BA, Linguistics and Media & Journalism w/Advertising & PR Focus

Relevant Coursework: Ad in the Age of Alexa | PR Campaigns | Video for Ad and PR | Art Direction in Advertising | Advertising & PR Research | Intro to Digital Storytelling | Foundations of Graphic Design | Advertising Creative Writing & Reporting | Syntax

- **Anti-Vape PSA:** Directed, shot, and edited an anti-vaping PSA alongside a small student team intent on convincing investors to fund the movement, earning professor praise for thoughtfulness in visual storytelling and audio production.
- **Julie:** Analyzed impact of advertising on consumer trust for company founded in 2022. As key team member, researched peer-reviewed psychology studies, contributed to survey and interview design, focus group facilitation and consumer ethnography.
- **Hobbico:** Crafted, researched, and pitched an app to make finding and learning hobbies more accessible to the general public. Led a team to prototype the app on Figma and further refine the brand image, and commended by professor for thoroughness.
- **SONY:** Explored product use cases in research role collaborating with student team tasked by SONY with developing advertising campaigns to elevate website content used to market Spatial Reality Display, a 3D product for viewing and content creation.

EMPLOYMENT

Strengthened agile problem-solving, leadership, time management, teamwork, conflict management, project management and ability to discern and adapt communications, in the following roles:

Lifeguard & Instructor | UNC-Chapel Hill Aquatics

Aug 2023–Present

Balanced schoolwork with roles as a lifeguard and teacher of CPR/AED and Lifeguard Instruction as a Red Cross-certified instructor.

Camp Counselor/Lifeguard/Ropes Team | Camp Tekoa

Jun–Aug 2021–2024

Learned to shift gears from the voice of authority to trusted guide and respected counselor to groups of 14+ (ages 8 to 17). Activities spanned the gamut from rope courses and ziplines to survivor and adventure camps.

Camp Counselor | Camp HOPE America

May 2024–2025

Supported Safelight's first camp as a mentor and counselor to children and teens impacted by domestic violence. Safelight is a nonprofit supporting survivors of violence, sexual assault and child abuse serving Henderson County, NC.

EXTRACURRICULARS

UNC Taekwondo Club | Vice President (2025–Present), Secretary (2024–2025) & Member (2022–Present)

Aug 2022–Present

Earned Red Belt while overseeing risk management, social media, outreach events, administrative record-keeping, member communication, and organizing tournaments. Embraced an all-hands-on-deck mindset to assist in all facets of running a club.

Kappa Sigma Fraternity | Member

Jan 2024–Present

Tetris | Amateur Player (formerly ranked #26 in world)

2019–Present

Attended 2022 *Classic Tetris World Championship* and continue pursuit for personal best – which ChatGPT claims sharpens ability to plan strategically, prioritize and make decisions under pressure, recognize patterns and swiftly adapt to change.

TECH STACK

Design/Editing: Adobe Creative Suite, iMovie, Canva, Figma

Productivity: ChatGPT, MS Word, Excel, PowerPoint | Google Suite

704-620-4413

cfranc@unc.edu

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experience

work

Coca-Cola

Pitched modern-day retelling of Prodigal Son

YETI Rescues™

Produced ad-lobes and banner for new campaign

Research | SONY Spatial Reality Display

Worked with a team to market new product SRD

Summer Counselor / LGI | Camp Tekoa

Developed leadership and multitasking skills over 4 years

Ad/PR & Linguistics

school

Hussman School of Media & Journalism

3.81 GPA - 4X Dean's List Recipient

Relevant coursework

Advertising & PR Research | Ad in the Age of Alex | Intro to Digital Storytelling | Foundations of Graphic Design | Advertising Creative Phonology | Syntax | Sociolinguistics

Class experience

Developed teamwork, research, and copywriting

abilities

skills

★★★★★	. .	Adobe Creative Suite
★★★★★★	Canva
★★★★★★	Figma
★★★★★★	Research
★★★★★★	Teamwork
★★★★★	Leadership
★★★★★	Creativity
★★★★★★	Tetris

hobbies

activities

UNC Taekwondo	Aug. 2022 - Present
Vice President, Risk + Outreach - Red Belt	
Tetris Professional	
Globally ranked player, heavily connected within the community	
Kappa Sigma	Jan. 2024 - Present
Rush Chair & Joint operations	

accolades

achievements

Gold medal x8 - ACATA 2023 - Present

26th place - CTWC Oct. 2022

goals

aspirations

Gold medal - TKD Nationals Apr. 2026

Account or product management internship Spring 2026