



KATIE FRANCESCHI

I am a seasoned digital marketer and entrepreneur with 19 years of experience in e-commerce strategy, branding, and creative content development—specializing in organic social media and paid advertising to drive growth in the handmade industry.

SKILLS

- Content Strategy
- Cross Platform Content Creation
- Project Management
- Analytics: Paid & Organic
- Video & Audio Editing
- Community Engagement
- Creative Thinking
- Self Starter

EDUCATION

BACHELOR OF ARTS: COMMUNICATION

Franciscan University | 2002

- Minor in Computer Science

CONTACT

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EXPERIENCE

FOUNDER & OWNER

Yarn Love | 2010-present

- Business Growth & Management: Launched and scaled Yarn Love over 19 years, building a reputable handmade-focused brand.
- Digital Marketing:
 - Developed and executed organic social media strategies across platforms including Pinterest and Facebook.
 - Managed paid advertising campaigns on Meta (Facebook/Instagram) to boost brand visibility and drive sales.
- E-Commerce & Email Marketing:
 - Customized and implemented Shopify for a seamless online retail experience.
 - Integrated and managed email marketing campaigns using Klaviyo to nurture customer relationships and drive repeat business.
- Content Creation & Design:
 - Utilized Canva for graphic design and CapCut for editing short-form video content tailored for social media platforms.