

Francesca Tracy

Ann Arbor, MI | ftracy@umich.edu | (248) 704-4620

EDUCATION

University of Michigan - Ann Arbor

Ann Arbor, MI

Bachelor of Arts in Communications & Media, Minor in Business Administration

2026

• **GPA:** 3.75

• **Course Highlights:** Public Relations Principles & Practices, Marketing Management, Social Media Marketing

RELATED EXPERIENCE

Michigan Public

Ann Arbor, MI

Marketing & Communications Assistant

July 2025 - Present

- Planned & executed station events, including discussion panels, group travel opportunities, and speaker events, to increase community awareness & audience engagement 5 key markets in Michigan.
- Coordinated strategic audience communication efforts, including newsletters, programming updates, and event roll outs to reach 70,000 audience members.
- Organized and oversaw media sponsorships and trade deals for 25+ partners and corporations.
- Designed digital and one-air promotional efforts, including newsletters, social graphics, news posts, and on-air underwriting, for 300,000+ weekly listeners.

Team USA Hockey - NTDP

Plymouth, MI

Communications Intern

September 2025 - April 2026

- Maintained strategic social media efforts to engage and retain 150,000+ followers across 3 social channels.
- Created digital content for in-game and post-game distribution, including photography, statistic updates, score graphics, post-game recaps, and press releases.
- Tracked in-game player stats live for arena announcers, team officials, media professional, and post-game distribution to press.

Brilliant PR & Marketing

New York, NY

Media Relations Intern (*Remote*)

January 2025 - May 2025

- Conducted daily research via MuckRack and Cision to identify potential new collaborators and relevant media outlets for earned publicity efforts.
- Utilized platforms like AirTable to organize clients, pitches, samples, and media coverage updates.
- Monitored media landscape for clients and their products to track and identify successful campaigns.
- Maintained administrative documents, such as client lookbooks, media contact spreadsheets, and campaign overviews.

BLUR Magazine

Boston, MA

Public Relations Manager (*Remote*)

January 2023 - June 2025

- Collaborated with public relations teams at record labels and independent publicity agencies to coordinate promotional and strategic public outreach, including interviews, press conferences, and music reviews.
- Created digital content and branding materials to amass 500+ monthly readers.
- Built an engaging, public-facing website to increase hit rate by 150% in one year.

ACTIVITIES & LEADERSHIP

MUSIC Matters

Ann Arbor, MI

Head of Talent & Concerts; President

September 2022 - Present

- Spearheaded a team of 100+ students to execute 10+ free community events
- Organized, manage, and executed large projects, including live events with 7,000+ attendees.
- Directed communication with artist agencies, venue staff, and other stakeholders to smoothly execute all events.
- Coordinated guest relation efforts, including experiential opportunities, ticketing tents, merch stands, and service booths to support all event guests.

Sonic Lunch

Ann Arbor, MI

Event Production Intern

June 2025 - August 2025

- Executed an annual, three-month long concert series to provide accessible and free live events to 3,000+ Ann Arbor community members each week.
- Coordinated production efforts for each live show, including organizing day-of-show backline equipment, sound engineers, and talent management.
- Organized and executed auxiliary guest experiences, including food trucks, marketing activations, and giveaways.

SKILLS

Technical: Marketron, Constant Contact, MailChimp, Muckrack, AirTable, Adobe Creative Cloud, Canva, Google Suite

Qualities: Passion for Music, Highly Organized, Fast Learner, Adaptable, Excellent Communication & Time Management