

FRANKLYN J. PANORA

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Recent Advertising and PR graduate with hands-on experience in social media campaigns, content creation, and brand engagement. Seeking an entry-level marketing role to apply creative storytelling and data-driven insights to build impactful campaigns.

EDUCATION

CUNY The City College Of New York

Jan 2022 – May 2024

Bachelor of Arts in Advertising and Public Relations

Coursework: Marketing Research, Advertising Planning, Advertising Management, Social Media Strategies

CUNY Bronx Community College

Jan 2019 – May 2021

Associate in Science in Media and Digital Film Production

Coursework: Digital Film Production, Storytelling, Digital Video Editing, Digital Audio Prod. Digital Studio Pro

SKILLS

Marketing & Brand Strategy: Meta Ads Manager, Instagram Reels, TikTok Ads, X/Twitter, Google Analytics (basic), Performance Tracking, Paid Social Strategy, Content Calendars

Video Production & Editing Softwares: Final Cut Pro, AVID, iMovie, Adobe Premiere Pro, storytelling through visual

Design & Illustration: Perspective Drawing, Landscape Illustration, Architectural Drawing

Languages: Fluent in English (native), conversational proficiency in *Spanish*

EXPERIENCE

Luxottica Ray-Ban

Jan 2024 – Present

Paid Social & Brand Engagement Ambassador – Ray-Ban Meta

New York, NY

- Translated complex product features into customer-friendly messaging, strengthening brand positioning of Meta smart glasses.
- Developed and executed product demonstrations and content concepts that enhanced in-store promotional campaigns and supported digital marketing initiatives.
- Led staff training workshops on product knowledge and brand storytelling, ensuring consistent customer messaging and campaign alignment.

Luxottica Ray-Ban

October 2022 – Present

Sales Associate/Key Holder

New York, NY

- Contributed to surpassing the store's annual sales target in 2023. Leveraged customer insights to drive sales growth, ranking #16 among East Coast associates.
- Assisted customers in selecting the most appropriate frames and lenses based on their preferences and requirements, to build and satisfy the customers and ensure an excellent experience.

PROJECTS

Student Consultant, Fox Sports Supports & America Scores

Jan 2024 – May 2024

GSD (Get Stuff Done) Communication Team, The City College Of New York

New York, NY

- Managed campaign calendar and asset delivery across platforms while collaborating with creative and project teams.
- Led the strategy and execution of a paid social campaign for Fox Sports Supports, generating 6K+ engagements and 4K+ impressions across TikTok, Instagram, and X in four weeks.
- Edited, directed, and published a video recap of our event field day, successfully bringing awareness to our campaign.

AWE Entertainment

Jan 2021 – May 2021

Production Intern

Remote

- Gained hands-on experience in audio mixing, ensuring high-quality sound design for various multimedia projects, including video editorials and streaming events.
- Developed video content strategies for editorial and streaming events, ensuring alignment with audience engagement goals.
- Managed a digital asset library to optimize brand storytelling and content distribution across media platforms.

LEADERSHIP & AWARDS

Recipient Award of the Inaugural Best Audio Mixing for the short film “*Underneath*” 2021.

Dean's List CUNY Bronx Community College, Fall 2020, Spring 2021, City College of New York Spring 2024.