

FRANCESCA D'ELIA

OWNER, HOMEGROWN JEWELRY

(1)802-498-4988

FDELIA1348@GMAIL.COM

SOCIAL MEDIA

WEBSITE: HOMEGROWNJEWELRYVT.COM

INSTAGRAM: @HOMEGROWN_JEWELRY

LINKED IN: FRANCESCA D'ELIA

PROFILE

Current small business owner looking to take strong communication skills and self-motivated drive to the next level. Capitalizing on my knowledge of creative brands and business strategy to work with a team and demonstrate success.

EXPERIENCE

SMALL BUSINESS OWNER

HOMEGROWN JEWELRY | NOV 2013 - PRESENT

- Facilitate the start up and growth of a handmade jewelry business
- Design, develop, and produce 5 collections each year
- Lead creation of visual brand identity through digital and print materials
- Lead photography and videography art direction
- Create cohesive business strategy and implementation throughout all aspects of business at different growth stages
- Manage contract workers for various projects
- Create and publish content for 4 social media channels and email marketing campaigns
- Attend various art festivals, markets, including Artists & Fleas Chelsea Market, and craft shows, as well as lead communications with wholesale partners and pop-up event hosts
- Marketing: physical and digital, including building a social media, email communications, and e-commerce presence

VICE CHAIR

CAMBRIDGE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE | SEPT 2019-PRESENT

- Serve as the Town's broadband committee and investigate ways to bring universal high speed internet access to the Town
- Create and maintain a census of businesses in the Town
- Create and maintain the website cambridgevt.com, including back end website build out
- Make recommendations to the Selectboard for economic development in the Town

EVENT COORDINATOR

CAMBRIDGE SMALL BUSINESS SATURDAY FESTIVAL | AUG 2017 -PRESENT

- Plan and facilitate the event
- Manage participation and communication with small business owners in Cambridge, VT
- Create and distribute physical and digital advertisements
- Manage financials including adhering to a budget

CAMPUS COORDINATOR/EDITOR-IN-CHIEF

HERCAMPUS SMCVT | JUL 2019-MAY 2020

- Managing executive board and chapter members
- Increased chapter level from Bronze to Platinum
- Communicating with national team members and advisors
- Creating and publishing weekly content
- Working with name-brand clients on marketing campaigns and events, including Garnier and College Fashion Week
- Raising awareness of Her Campus on the SMCVT campus and online

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN BUSINESS ADMINISTRATION WITH AN ENTREPRENEURSHIP CONCENTRATION. MINOR IN ECONOMICS.

SAINT MICHAEL'S COLLEGE | CLASS OF 2020 | GPA 3.6

PROFESSIONAL DEVELOPMENT

- GirlBoss Rally, NYC | 2017
- HerConference, NYC | 2018
- Nina Berenato Jewelry Business Academy | 2021
- The Social HQ Social Media Coaching | 2022

AWARDS

EMERGING ARTIST GRANT RECIPIENT
FROG HOLLOW VERMONT CRAFT GALLERY
NOV 2016

DEAN'S LIST RECIPIENT
SAINT MICHAEL'S COLLEGE
7 SEMESTERS

AUSSIE BUSINESS PLAN COMPETITION WINNER
HER CAMPUS AND AUSSIE HAIR CARE
2020

PITCH YOUR PASSION COMPETITION WINNER
SAINT MICHAEL'S COLLEGE
2019

SKILLS

- Jewelry design & Production
- Social Media Strategy
- Content Creation
- Marketing
- Web Sales Development
- Business Development
- Communications
- Project Management
- Problem Solving
- Business Finances
- Market Research