

MARK DEFRANCESCO

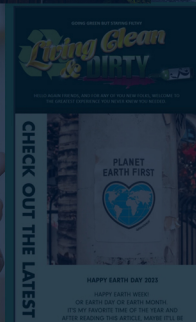
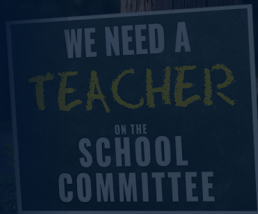
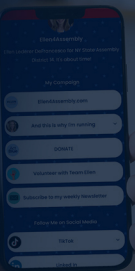
COMMUNICATIONS PORTFOLIO

Marketing & Communications Manager

Digital Storyteller

Audience Engagement Leader

HeroicCreations.com



EXPERIENCE IN ACTION

For more than two decades, I've helped organizations earn attention, build trust, and inspire action.

My career has taken me from Emmy-winning national broadcasts to political campaigns, nonprofit advocacy, digital communications, and community engagement.

CONNECTING PEOPLE TO IDEAS THAT MATTER.



LEADERSHIP & OPERATIONS

- Led and managed teams of 50+ creative professionals across design, production, and digital.
- Directed graphics and creative operations for major national broadcasts, including Super Bowl LVIII.
- Managed multi-million dollar budgets, vendors, and timelines in fast-paced, high-pressure environments.
- Built and streamlined workflows, systems, and processes to improve efficiency and elevate quality.



DIGITAL & TECHNICAL EXPERTISE

- Website design and development (WordPress, HTML/CSS)
- Email marketing and automation (Mailchimp, Constant Contact)
- Analytics and reporting (Google Analytics, Meta Business Suite)
- CRM and donor platforms (ActBlue, NGP VAN, Bloomerang)
- Data and database experience (SQL)
- Project management and collaboration (Asana, Trello, Slack, Microsoft 365)



WHAT I BRING

- ✓ STRATEGIC THINKING
- ✓ CLEAR MESSAGING
- ✓ CREATIVE DIRECTION
- ✓ MULTI-CHANNEL EXECUTION
- ✓ AUDIENCE ENGAGEMENT
- ✓ MEASURABLE RESULTS



3 EMMY AWARDS



20+ YEARS OF EXPERIENCE



50+ CREATIVE PROFESSIONALS LED



MILLIONS REACHED ACROSS BROADCAST & DIGITAL



WINNING RESULTS CAMPAIGNS, FUNDRAISING & COMMUNITY IMPACT

NATIONAL BROADCASTS

Super Bowl • March Madness • NFL Today • SEC Football • PGA Tour • Soccer • CBS Sports HQ • CBS Sports Network • Paramount+

For more than 20 years, I led creative teams responsible for the graphics, branding, and visual storytelling behind some of the most-watched live events in sports.

From concept to execution, I directed graphics, motion design, on-air promotion, and studio visuals that connected with millions of viewers across the country.



50+

CREATIVE

PROFESSIONALS LED

Designers, producers, editors, and developers across multiple disciplines.



3

EMMY AWARDS

Recognized for excellence in broadcast design, editing, and motion graphics.



20+

YEARS OF LEADERSHIP

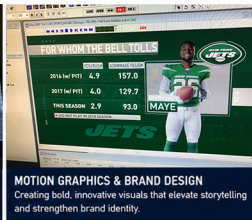
Delivering innovative creative for national broadcasts and digital platforms.



MILLIONS

OF VIEWERS REACHED

Through compelling visuals and storytelling across live sports and special events.



- ✓ Creative Direction
- ✓ Broadcast Design
- ✓ Visual Storytelling
- ✓ Brand Development
- ✓ Live Sport Production
- ✓ Team Leadership
- ✓ Multi-Million Dollar Budget Management

VOTE FOR THE TEACHER

Campaign Strategy • Brand Positioning • Website
Social Media • Graphic Design



THE CHALLENGE

School committee races are often won on familiarity and long-standing community relationships. As a newcomer, Ellen had little name recognition despite decades of experience as an educator.



OUR STRATEGY

We built the campaign around a single message:
Vote for the Teacher.

Every touchpoint reinforced her real-world classroom experience, positioning her as the candidate best equipped to make decisions about students, families, and schools.



THE RESULT

Ellen won a seat on the Sudbury School Committee, defeating a long-established candidate and emerging as a trusted voice on education.

✓ **A CLEAR MESSAGE. A WINNING CAMPAIGN.**

YOU WANT A
DOCTOR
ON A HOSPITAL BOARD

YOU WANT AN
ARCHITECT
ON A PLANNING BOARD

YOU WANT A
TEACHER ON A
SCHOOL COMMITTEE

Ellen Lederer-DeFrancesco
Sudbury School Committee
MARCH 30 → VOTE FOR THE TEACHER

QUESTION

**You're new here,
how is that a strength?**

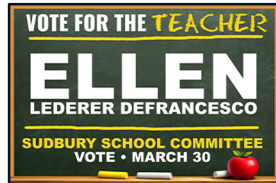
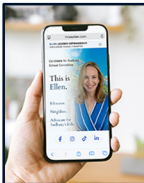
ANSWER

Being new means I'm focused on listening first.

I'm not tied to how things have always been done. I'm here to understand what's working, what's not, and how we can move forward in a way that truly serves students and families.

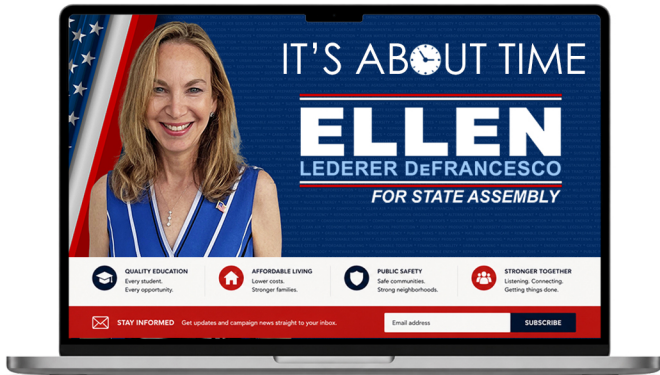
And while I'm new to Sudbury, I'm not new to education or service. I bring experience, perspective, and a willingness to show up and do the work for this community.

Ellen Lederer-DeFrancesco
Sudbury School Committee • March 30



ONE MESSAGE OVER MULTIPLE CHANNELS

A unified communications ecosystem built around a single message, delivered consistently across every voter touchpoint.



EMAIL NEWSLETTER



DIGITAL ADS



SOCIAL MEDIA



COMMUNITY ENGAGEMENT



64%

DONATION GROWTH
Compared to the previous election cycle.



68%

AUDIENCE GROWTH
Across Facebook, Instagram, and other platforms.



~\$100K

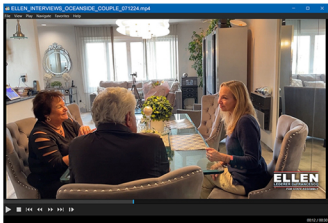
GRASSROOTS RAISED
From hundreds of individual donors across the district.

“ I've lived here for over 30 years and this is the first time I've truly felt heard by a candidate. She has my vote!

-BETH, MERRICK, NY

CAMPAIGN CREATIVE

Campaign Branding • Website • Email • Social • Ads • Direct Mail • Earned Media



ELLEN LEDERER DEFRANCESCO
★ FOR STATE ASSEMBLY ★

HOW: TEACHER, ENVIRONMENTAL ADVOCATE, CHAMPION FOR WOMEN'S RIGHTS
She believes that public schools matter when we start talking to each other and not at each other. That's how we go and let our voices on the issues we care about.

- Protect a woman's right to make her own healthcare and reproductive decisions
- Fight for safer neighborhoods, senior care, and to secure funding from Albany
- Strengthen our environmental infrastructure against the impacts of volatile weather events

★ WHO DO YOU WANT REPRESENTING YOU? ★

ELLEN LEDERER DEFRANCESCO IS OUT IN THE COMMUNITY

DAVE MCDONOUGH IS NOWHERE TO BE FOUND

ELLEN LEDERER DEFRANCESCO
★ FOR STATE ASSEMBLY ★

"I'll put Long Islanders FIRST and fight for what matters MOST!"

SAFETY SENIORS COST OF LIVING WOMEN'S RIGHTS ENVIRONMENT

"I'm not a career politician. I'm a mom, a teacher, and a common-sense moderate who knows what it takes to get things done. Together, we can build a safer, more affordable Long Island."

★ ★ ELLEN4ASSEMBLY.COM ★ ★ ★



ENDORSED by Newsday

OPINION/ENDORSEMENTS Updated October 14, 2024 1:03 pm
Ellen M. Lederer DeFrancesco for New York State Assembly 14th District

LEARN MORE
ELLEN4ASSEMBLY.COM

David G. McDonough has been a capable public servant since his election to the Assembly in 2002. As a member of the minority, the Mirror Republican has provided good constituent service and Newsday has reported past candidates.

But the 14th District needs more vigorous representation than McDonough, R-T, is now able to provide. McDonough has a tendency to talk about past accomplishments and answer questions by rehashing the issues without offering his ideas about how to address them. His constituents would be better served by someone more oriented to the future.

Fortunately, they have a choice. Democrat Ellen M. Lederer DeFrancesco, 54, of Oceanide, is making her first run for public office. A former New York City teacher, she uses her motto — "Teaching isn't boring as a slogan, not a wasteland!" — as a spur to stay up late hours. When a would-be constituent complained about the \$50 per day jury duty pay, her research found the figure dated to the late 1950s and she promised to push for a raise.

As health care, background, education is a passion. She supports efforts to reverse the Foundation Aid formula by which the state funds public schools. She wants most parents to have equal educational and English language learning. She also advocates for mental health services. She believes education can be a better alternative.

ELLEN LEDERER DEFRANCESCO
FOR STATE ASSEMBLY

IT'S ABOUT TIME THAT YOU HAD SOMEONE FIGHTING FOR YOU

ABOUT PRIORITIES ISSUES NEWS GET INVOLVED DONATE

A Common-Sense, Moderate Voice

Ellen is a common sense moderate who believes in practical, collaborative solutions — not performative politics. She understands the challenges that Long Island families face because she's one of them. As a mother, teacher, and concerned neighbor, Ellen knows that the issues her community faces — from the cost of living to public safety — require real, pragmatic solutions.

Unlike her opponent, who is out of touch with his constituents, Ellen is ready to bring a fresh perspective to the New York State Assembly. She believes in fighting for what's right, prioritizing people over politics, and ensuring that the voices of her neighbors are heard loud and clear in Albany.

It's About Time for New Leadership

Ellen's campaign is rooted in one simple truth: It's time for a change. For far too long, Dave McDonough has relied on his position without truly representing the people. He has stopped showing up, doesn't engage with the community, and casts votes removing from home. Meanwhile, Ellen is out every day, talking to her neighbors, working for practical solutions, and ready to ensure that the 14th Assembly District has a real voice in Albany.

What's the issue? Women's Rights? Cost of Living? Safety? Environment? Get involved today!

ARMED FORCES DAY

ELLEN LEDERER DEFRANCESCO

FOR MY STATE ASSEMBLY
IT'S ABOUT TIME

KEEP OUR COMMUNITY SAFE
LIVE QUALITY FROM OUR SENIORS
COST OF LIVING
REPRODUCTIVE RIGHTS
CLEAN AIR AND WATER

CAMPAIGN KICKOFF
LIVE MUSIC
MAY 17th
6:30-8:30
State Long Island Wine House
TICKETS \$35

JOIN US FOR PHONE BANKING
TUESDAY AUG 13th 6:30-8:30
LOCATED IN THE CORNER OF A MESSIAH HOME
ADDRESS PROVIDED UPON GROUP TRAINING AVAILABLE

Help us meet Senate Republicans for President, Louis Bluffe to Congress, Lisa Herlihy for Senate, Ellen Lederer-DeFrancesco for State Assembly and House (Working for New York)

"Empowering women means protecting their right to choose. Because no one knows what's best for a woman except herself."

WOMEN'S RIGHTS

ELLEN LEDERER DEFRANCESCO

ELLEN LEDERER DEFRANCESCO
FOR STATE ASSEMBLY
ELLEN4ASSEMBLY.COM

THE YEAR OF THE WOMAN

2024

WHEN WE FIGHT WE WIN

ELLEN

WRITING & STORYTELLING

Opinion writing, newsletters, campaign messaging, and website copy. The right message for the right audience.

FEATURED WRITING

Original Opinion Essay

“Who is in charge? It's Not Always Who You Think

The American system divides power on purpose. Local governments manage certain responsibilities, the states handle others, and the federal government has defined powers. Within each level, legislative, executive, and judicial branches check one another. It is not designed for speed. It is designed to prevent the concentration of power.

That structure only works if people understand it.

If a voter believes a state legislator can rewrite federal immigration policy, frustration is inevitable. If someone assumes Congress controls local school operations or that a governor can override a town council at will, accountability becomes distorted. When authority is misunderstood, anger often lands in...

CAMPAIGN MESSAGE

Vote for the Teacher.

We believed voters deserved more than campaign slogans. By building the campaign around Ellen's real-world classroom experience, we created a simple, memorable message that differentiated her from every other candidate in the race.

NEWSLETTER

“As I've met voters across our community, I've heard the same thing again and again: people want leaders who listen, show up, and focus on solving problems.

That's why I'm running.

This campaign is built on conversations with neighbors, families, and community members who care deeply about the future of our district. But reaching more voters takes resources...

WEBSITE

“Ellen's campaign is rooted in one simple truth: it's about time for a change.

For far too long, Dave McDonough has relied on his position without truly representing the people. He has stopped showing up, doesn't engage with the community, and casts votes remotely from home.

Meanwhile, **Ellen** is out every day, talking to her neighbors, working for practical solutions, and ready to ensure that the...

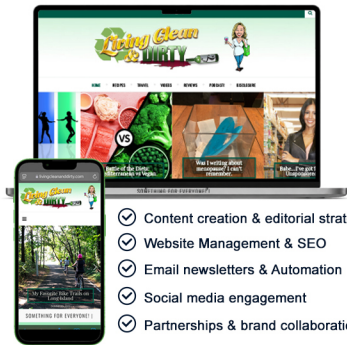
DIGITAL PUBLISHING

Building and growing digital platforms that inform, inspire, and bring communities together. From content strategy and publishing to audience growth and partnership development, I create engaging experiences that deliver real results.



A Satirical Lifestyle & Sustainability Platform

Original articles, recipes, podcasts, and environmental content designed to educate, inspire, and empower readers to live greener every day.



- ✓ Content creation & editorial strategy
- ✓ Website Management & SEO
- ✓ Email newsletters & Automation
- ✓ Social media engagement
- ✓ Partnerships & brand collaborations



Family-Focused Community Publishing

Local event guides, activity ideas, and family-friendly content that connects parents with what matters most in their community.



- ✓ Editorial planning and publishing
- ✓ Event promotion & calendar management
- ✓ Local business partnerships
- ✓ Digital advertising & sponsorships
- ✓ Audience growth & engagement
- ✓ E-newsletters & social media



Branding, Design & Digital Solutions

Helping organizations, businesses, and causes bring their ideas to life through strategic design and compelling digital experiences.



- ✓ Brand identity & Logo design
- ✓ Website design & development
- ✓ Graphic design & marketing materials
- ✓ Social media & content creation

WHAT I BRING

I help organizations earn attention, build trust, and inspire action through strategic communication, powerful storytelling, and creative execution.



STRATEGIC COMMUNICATIONS

Crafting clear messages and integrated strategies that align with goals and drive impact.



DIGITAL STORYTELLING

Creating and publishing content that engages, informs, and builds meaningful connections.



CREATIVE LEADERSHIP

Leading teams and projects from concept to completion with creativity, collaboration, and accountability.



AUDIENCE ENGAGEMENT

Growing audiences and communities through content, campaigns, and digital experiences.



CAMPAIGN STRATEGY & EXECUTION

Planning and executing multi-channel campaigns that deliver measurable results.



CONTENT DEVELOPMENT

Writing and producing impactful content across web, email, social, print, and broadcast.



“Great communication isn't about being the loudest voice in the room. It's about helping people understand why something matters.”

MARK DEFRANCESCO



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LET'S BUILD SOMETHING THAT MATTERS TOGETHER.

