

FRANCESCA TRUNCALE ADAMS

VISUAL COMMUNICATIONS SPECIALIST

CONTACT

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EDUCATION

Visual Communication | Bachelor of Fine Arts
School of the Art Institute of Chicago (SAIC),
Chicago, IL

SKILLS

Communications

Marketing, Community Outreach,
Advertising, Civic Engagement

Social Media & Website Management

Content Development

Graphic Design

Digital, Print, Logo, Website,
UX Design, Brand Identity,
Brand Consistency

Photography

Copywriting & Editing

SOFT SKILLS

Project Management

Team Collaboration

Staff Management

Creativity

Problem Solving

Adaptability

Selfdirected

PROFESSIONAL PROFILE

Communications professional with a strong mix of creativity and strategy, skilled in campaign coordination, graphic design, copywriting, and social media management. I am dedicated to deliver messaging that builds trust, engages diverse communities, enhances public engagement, and reinforces organizational goals.

WORK EXPERIENCE

FTA CREATIVE STUDIO – FREELANCE VISUAL COMMUNICATIONS SPECIALIST / DESIGNER

Ventura County, CA / Los Angeles, CA | 2015 – present

Communications specialist, graphic designer and illustrator, creative director, photographer and photo editor

- ▼ Create and develop projects from concept to completion with consistent messaging and brand design elements
- ▼ Manage multiple projects simultaneously and take part in team collaborations
- ▼ Strengthen brand positioning through strategic storytelling and tailored messaging
- ▼ Design and produce assets for digital and print media

ORGANIZING DIRECTOR

Ventura County Democratic Party (VCDP) | Ventura County, CA |
January – December 2024

Led coordinated campaign efforts and managed teams to engage voters and secure electoral victories for the 2024 election

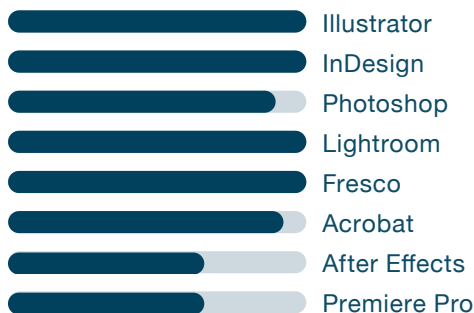
- ▼ Directed and supervised the activities of staffers, volunteers and interns to ensure effective campaign execution
- ▼ Collaborated with local, state, and federal campaigns, working closely with candidate teams and Party leadership to develop and implement strategic field plans
- ▼ Managed internal and external communications to ensure consistent messaging across platforms
- ▼ Maintained a dynamic social media presence to engage communities, drive participation, and amplify key campaign messaging
- ▼ Designed and produced campaign communication materials, including literature, direct mailers, print assets, and digital media

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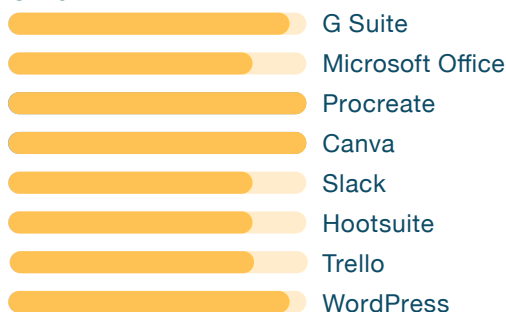
VISUAL COMMUNICATIONS SPECIALIST

SOFTWARE SKILL LEVELS

Adobe Creative Suite



Other



WORK EXPERIENCE CONTINUED

COMMUNICATIONS COORDINATOR

Ventura County Democratic Party (VCDP) | Ventura County, CA | 2022

Coordinated with campaigns and ran field operations for VCDP endorsed candidates for the 2022 election

- ▼ Informed and mobilized the active membership of VCDP for party-endorsed activities, campaigns, and events
- ▼ Recruited and trained volunteers for VCDP events and election campaigns
- ▼ Managed and created content for VCDP social media and website
- ▼ Maintained Party volunteer and voter database

GRAPHICS & COMMUNICATIONS TEAM (GRAPHICS / SUPPORT SERVICES TECHNICIAN)

City of Simi Valley | Simi Valley, CA | 2020 – 2022

Created visual communications for a municipal government

- ▼ Collaborated with city departments to develop and produce newspaper ads, social media content, booklets, video, posters/signs, pamphlets, cover pages, and other in-house communication materials
- ▼ Produced original graphics, illustrations, and photographs
- ▼ Executed the expansion of social media presence: researched topics, organized calendars, created visuals and wrote copy, and analyzed engagement using Hootsuite and Meta analytics

DIGITAL DESIGN INTERN

MARKETING & CREATIVE DEPARTMENT

Chicago Sun-Times and Chicago Reader | Chicago, IL | 2016 – 2017

Assisted in the creation of corporate communications for a major metropolitan newspaper

- ▼ Envisioned and designed media solutions (digital / print), and branding campaigns
- ▼ Designed print advertisements for sponsors and in-house clients
- ▼ Participated in research and brainstorming sessions with the marketing team