

FRANCESCA TRUNCALE ADAMS

VISUAL COMMUNICATIONS SPECIALIST / POLITICAL ORGANIZER

CONTACT

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EDUCATION

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

EXPERTISE

Communications

*Marketing, Community Outreach,
Advertising*

Social Media

Graphic Design

*Digital, Print, Logo, Website,
UX Design*

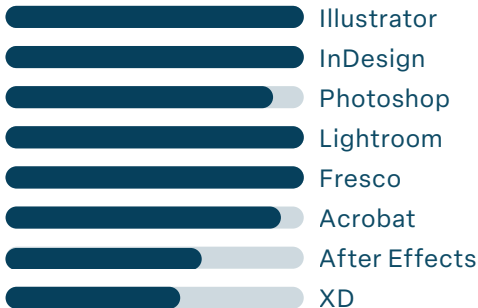
Digital Illustration

Photography

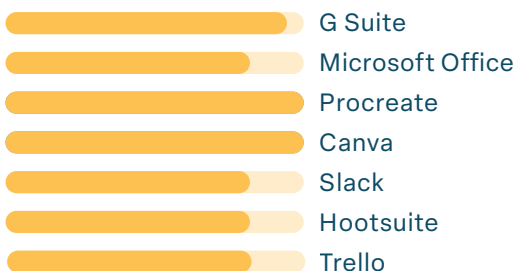
Copywriting

SOFTWARE EXPERTISE LEVELS

Adobe Creative Suite



Other



PROFESSIONAL PROFILE

As a communications specialist, I bring a unique mix of creativity and strategic thinking to every project. Whether coordinating campaigns, designing graphics, crafting digital content, or managing social media, I deliver cohesive messaging that aligns with organizational goals and drives engagement.

WORK EXPERIENCE

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

FTA CREATIVE STUDIO – FREELANCE

VISUAL COMMUNICATIONS SPECIALIST / DESIGNER / ARTIST

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

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VISUAL COMMUNICATIONS SPECIALIST / POLITICAL ORGANIZER

SOFT SKILL LEVELS

-  **Project Management**
-  **Team Collaboration**
-  **Creativity**
-  **Problem Solving**
-  **Adaptability**
-  **Leadership**

VOLUNTEER EXPERIENCE

California Democratic Party Assembly District 42 Delegate (Elected)

Ventura & Los Angeles Counties | 2023-2025

Executive Board, Ventura County Young Democrats (VCYD) (Immediate Past President, President, Vice President of Comms) / CYD Platform Committee

Ventura County, CA | 2020 – present

Ventura County Democratic Central Committee Board (Ventura County Democratic Party)

Ventura County, CA | 2022 – present

Executive Board, Democratic Party of the San Fernando Valley (DPSFV)

San Fernando Valley, CA | 2023 – present

AWARDS & GROUP EXHIBITS

Carmen Ramirez Progress Awards, Young Dem of the Year | Ventura County Democratic Party | Ventura County, CA

Kennedy Legacy Awards, VCYD Volunteer of the Year | Ventura County Democratic Party, Ventura County, CA

SAIC/AIGA Design Show | Chicago Art Department Gallery, Chicago, IL

BFA Show | School of the Art Institute of Chicago, Sullivan Gallery, Chicago, IL

VisCom Exhibit | School of the Art Institute of Chicago, Chicago, IL

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