LUCIA FRANCO MORENO

Marketing - Events - Content & Growth

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ABOUT ME

Marketing at Dublin's best known casino: I plan and promote 3+ events a month, host the draws and promotions on the mic, and fill a 250 capacity room. On the side, I build brands from zero for nightlife clients: identity, content and growth.

WORK EXPERIENCE

Junior Marketing Operative — Carlton Casino Dublin · February 2026 – Present

- Plan and promote 3+ high-stakes casino events per month, driving 150–270 attendees per event through targeted WhatsApp, Instagram and in-venue campaigns.
- Coordinate cash prize draws worth €10K–€20K per event, hosting live draws and promotions on the mic.
- Support a 5,000+ member loyalty and affiliate programme, driving membership among both regular players and tourists.
- Integrate AI tools into promotional content production for in-casino displays, streamlining turnaround on event materials.
- Conducted an independent SEO audit of the company website and presented improvement proposals to leadership ahead of an upcoming digital redesign.

Freelance Dublin — June 2026 - Present

- Created the full branding and visual identity for Ready to Deal (readytodealapp.com), a training app for croupiers, and currently lead its marketing as the product develops.
- Run end-to-end social media for two Dublin nightlife Instagram accounts, from content creation to community management.
- Grew followers +125% within weeks, generating 64,000+ views and 10,000+ unique viewers in a single month.
- Shoot, edit and publish reels and event promotions tailored to each audience, with individual posts reaching 10,000–34,000 views.
- Manage day-to-day DMs and comments, and build data-informed posting calendars per account.
- Led a full rebrand and new visual identity for a personal brand.

Croupier — Carlton Casino Dublin · September 2025 – February 2026

- Completed in-house croupier certification while working a customer-facing floor role.
- Built deep first-hand knowledge of customer behaviour and the casino business, now applied directly to marketing strategy.

Cashier — Carlton Casino Dublin · September 2023 – August 2025

- Managed high-stakes cash operations and customer interactions in a fast-paced environment.

Community Services Manager — Comunicart Agencia 360°, Arroyomolinos, Spain · March 2022 – July 2022

- Managed social media communities and content strategy for multiple agency clients.
- Built and maintained content calendars, delivering monthly performance reports.

EDUCATION

- **AI Applied to Marketing -** Instituto de Inteligencia Artificial · Apr- Jun 2026, Madrid
- **Marketing & Advertising -** CES Juan Pablo II · 2020–2022, Madrid

- **Croupier Certification -** Roulette, Punto Banco, Blackjack & Poker, Carlton Casino, (6 weeks) 2025
- **Anti-Money Laundering (AML) -** Sep 2025, Dublin

MY AI TOOLBOX

Claude, Magnific, IIElevenLabs

KEY SKILLS

Social Media Management | **Branding** | **Growth** | **Content Creation** | **Event Marketing** | **Campaign Management**

LANGUAGES

- **Spanish** — native
- **English** — Fluent
- **Portuguese** — professional