

# Francine F. Carb



## → President & CEO

As the Founder, President, & CEO of Markitects, Inc.—a strategic marketing communications, research, branding, and public relations agency—Francine and her team serve technology, engineering, and life sciences clients around the globe. Markitects’ specialties include brand development, digital marketing, and promoting complex and innovative solutions worldwide, using a variety of methods throughout a wide range of media. Applying the agency’s unique Markitecture process, Markitects has been a catalyst for growth and realignment, allowing companies to successfully differentiate themselves and capitalize on new business opportunities. Markitects has served over 200 companies and organizations worldwide since its inception.

In her role as CEO, Francine facilitates ideation workshops, provides creative direction for brand and digital brand development, crafts technical and business articles, performs primary research, interfaces with analyst communities, and trains sales organizations.

Whether developing launch strategies, leading the design team, or pursuing stories through her own branded approach to content development, Francine injects energy and creativity into every client engagement. You can find her advising CEOs, mentoring entrepreneurs, and making connections throughout the region—and beyond. If you have any marketing dilemma, Francine will work tirelessly to solve it.

## EXPERIENCE

Forbes Agency Council  
Contributing Editor

Vistage  
Vistage Speaker

Entrepreneur’s Forum of  
Greater Philadelphia  
Board Member

Mid-Atlantic Diamond  
Venture (MADV)  
Board of Directors

Temple University  
Marketing Executive in Residence

## EDUCATION

Saint Joseph’s University  
Erivan K. Haub School of Business  
MBA, Marketing

Lafayette College  
AB, Economics

# Amanda E. Plavner



## Digital Marketing Manager

As Markitects' Digital Marketing Manager, Amanda leads all digital initiatives for the agency's clients. By matching business goals with audience research and data analytics, Amanda creates unique digital marketing campaigns that are relevant and effective. Directing her team, Amanda executes email marketing campaigns from start to finish. To gain even more traction for our client campaigns, she also leverages digital advertising on multiple social media channels and search engines that link to custom webpages.

With a passion for excellence, Amanda strives to make every project a masterpiece. She works diligently to keep the team on track to exceed our clients' expectations and produce the best results from all campaigns. With a sharp eye, and even sharper wit, Amanda is ready to take on any digital marketing challenge and will execute it masterfully.

When a client needs help, Amanda is just a call away. Whether it be a question about what type of email software to use or even about how to build a full website, Amanda is always there to answer.

## EXPERIENCE

Chamber of Commerce for  
Greater Philadelphia  
Young Professionals Council Member

## EDUCATION

University of Maryland  
Robert H. Smith School of Business  
BS, Marketing

# Megan DeVecchis



## → Digital Marketing Coordinator

In her role as Digital Marketing Coordinator at Markitects, Megan is primarily responsible for database management and assisting in the creation, execution and analysis of clients' digital marketing campaigns. She is fondly referred to as 'the Robin to Amanda's Batman' or 'Amanda Jr.' for short. Megan monitors, develops reports, and assists with the development of all types of digital campaigns from email and social media to Google Ads and everything in-between.

Megan is always ready to take on any digital marketing challenge. She is thorough in researching any problem that arises and is committed to sending out only the highest quality of work. She is a stickler for accuracy and consistency in the content and design of everything that comes across her desk—no detail goes unseen.

Having graduated from Widener University with a B.A. in Communication Studies and a minor in Psychology, Megan is well-equipped to analyze campaign data and monitor results. She regularly communicates to clients and the Markitects team, noting where there is room for improvement and suggesting any potential opportunities for improvements. Look for her super-detailed metrics when evaluating the success of your campaign.

## EXPERIENCE

Marketing Campaign Associate  
Caesars Entertainment

Chamber of Commerce for  
Greater Philadelphia  
Young Professionals Council Member

## EDUCATION

Widener University  
BA, Communication Studies  
Concentration: Advertising & PR  
Minor: Psychology

# Joseph Crispino



## Lead Designer

In his role as Lead Designer, Joseph is responsible for visualizing, developing, and programming all digital and print media projects for the agency's clients. His work includes ideation with clients to best understand their business and project objectives, teaming with the Markitects staff to scope out all design projects, and executing high-quality, creative solutions that exceed client expectations.

With over 10 years of prior design experience, Joseph brings maturity and thoughtfulness to every client challenge. Whether designing collateral, developing a website, shooting/editing video or creating interactive animations—Joseph is always ready to offer fresh approaches to marketing problems and deliver information in intuitive ways designed for the desired audience. His energy and creativity derive from challenging himself to make visual connections with clients and their customers.

Examples of Joseph's work include designing app prototypes for multiple small businesses, creating responsive websites, developing custom interfaces for trade show events, and filming and editing corporate videos.

## EXPERIENCE

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JOCR Design  
Freelance Designer

Apple Inc.  
Manager  
Specialist

## EDUCATION

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Cabrini University  
BA, Graphic Design