



## **FINANCIAL RESOURCES GROUP**

Investment Services

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**Jenny Franchi**

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Jenny Franchi joined Financial Resources Group in March 2018 as the company's Marketing Coordinator and quickly advanced into becoming a Marketing Account Manager where she serves financial advisors with their marketing needs. She thoroughly enjoys helping her advisors grow their books of business through thinking of strategic ways to create impactful touchpoints for their clients and prospects. Her passion lies with getting to know each of her advisors' business philosophies to help create brand consistency and showcasing each of their unique value propositions.

Prior to joining Financial Resources Group, she held various marketing positions for Adams Outdoor Advertising, USA TODAY and Insurance Claims Adjusters, Inc.

Originally from NJ, Jenny received her Bachelor of Arts degree in Communications – Public Relations with a minor in Journalism from the University of North Carolina at Charlotte. In her spare time, she enjoys traveling, visiting the mountains and spending time with her husband Justin and children along with their Bernedoodle, Bernie.

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