



Francesca Weems

SENIOR ACCOUNT EXECUTIVE

COMMUNICATIONS PACIFIC

Francesca joined Communications Pacific (CommPac) in 2015 as an Account Executive after an extensive career in sports broadcasting. She was a sports anchor/reporter at Hawaii News Now and Mississippi News Now covering high school, collegiate, semi-professional and professional teams in Jackson and Honolulu. Francesca also has worked with ESPN, TBS/TNT, Comcast SportsNet Bay Area, Comcast Hometown Network and San Francisco Bay Area stations CBS 5 and ABC 7.

Francesca was able to successfully translate her writing and communications skills (learned while working in television) to the public relations field working her way up to Senior Account Executive, where she currently acts as the lead media liaison on the McDonald's of Hawaii account.

A native of the Big Island, Francesca graduated at the top of her class at Kealakehe High School, earning a full academic scholarship to the University of California, Berkeley. There she obtained a bachelor's degree in mass communications and a master's degree in education, while competing as a member of UC Berkeley's track and field team.

In Francesca's downtime, she enjoys running and giving back to her community by uplifting disadvantaged youth through public speaking events. She is also a member of the National Association of Black Journalists and is a foster care spokesperson.