



Francesca Schu is a marketing professional with a strong focus on digital strategy. She brings a well-rounded background through her work at Knoebels Amusement Resort and, for the past six years, as a Marketing Officer at Journey Bank in Bloomsburg, PA. Francesca has been proud to serve her local community through marketing since 2016. Born and raised in Elysburg, Pennsylvania, Francesca holds a Bachelor of Arts in Advertising with a minor in English from Penn State University. She later earned her Master of Business Administration, marketing focus from Commonwealth University–Bloomsburg. Deeply rooted in her community, Francesca regularly volunteers at events hosted by the Bloomsburg Children’s Museum, including the Daddy Daughter Dance and Dine to Donate. She is also an active member of Mother Cabrini Catholic Church in Shamokin, PA.