



DANIELLE FRYLINCK

As a lifelong enthusiast of creating, I am passionate about marketing, authentic branding, and e-commerce.

With 10 years of experience in the Fashion Industry, I have worked alongside many professionals, creators, and business owners.

I am personable, driven and goal orientated with a focus on user and customer experience in the e-commerce landscape, always striving to generate fresh ideas that fuel growth.

Recently completed a full migration for Timberland South Africa to Shopify and Klaviyo with a focus on conversion rate optimisation and performance marketing.

PERSONAL

- [linkedin.com/in/](https://www.linkedin.com/in/daniellefrylinck/)
- daniellefrylinck@gmail.com
- 064 854 4399
- Johannesburg
- 22-12-1989

SKILLS

- Magento 2
- Shopify Plus + POS
- Google Analytics, Shopping & ads
- Facebook & Instagram ads
- Adobe Illustrator & Photoshop
- Microsoft Suite
- Mailchimp, Klaviyo

REFERENCES

- Guillotine Design
Lisa Jaffe (Owner)
082 222 3635
- Timberland South Africa

EDUCATION

- Jan 2010 - Dec 2012 **Certificate in Fashion Design**
Victoria Toma Fashion Institute, Bloemfontein
- Mar 2021 - Mar 2022 **Certificate in Digital Marketing**
Digital School of Marketing, Johannesburg
- Sep 2023 **Klaviyo Certificates**
Deliverability ; Klaviyo Product; Klaviyo Developer
- Current 2024 **Meta Front-End Developer Professional Certificate**
HTML, CSS, REACT, JAVA

WORK EXPERIENCE

- Mar 2013 - Dec 2015 **Production Manager**
Guillotine by Lisa Jaffe, Johannesburg
 - Pattern making, design, production
 - Customer Service
 - Visual Merchandiser
- Mar 2016 - April 2022 **Owner**
Danielle Frylinck Design, Johannesburg
 - Designer & Creative Director
 - Project Management
 - Marketing, E-commerce and Sales
- Mar 2022 - Current **E-commerce Manager**
Timberland South Africa, Johannesburg
 - Website Development and up-keep
 - Google Analytics and Google Suite
 - Email marketing
 - Product uploads and maintenance
 - User experience and Customer experience
 - Client Liaison
 - Overseeing online customer service processes
 - Building and launching loyalty program