

Ashleigh Frank

PERSONAL PROFILE

I enjoy creating creative content, both visual and written. I am creative and analytical in my approach.

AWARDS

2018 & 2019 - Dean's Merit List recipient

WORK EXPERIENCE

Content and Community Manager

SEPTEMBER 2020 - PRESENT

Assisting in the marketing department, including conceptualizing blog posts, marketing activities for growth, organic social media actives, ad copy for clients, social media scheduling and engagement.,

Freelance Writer

FEBRUARY 2020 - PRESENT

Clients include ShoppingFeeder, Sparrow Digital and Reindeer Media. Content created includes e-commerce/tech articles, as well as travel/marketing/branding/insurance articles.

Customer Success Associate

Luno

APRIL 2020 - SEPTEMBER 2020

Responsible for ensuring customer success in all avenues of communication. The primary mode of contact is through email, and involves resolving payment, technical and other support queries. Included KYC training and document verification.

Student Library Assistant

UNIVERSITY OF CAPE TOWN : HIDDINGH HALL

FEBRUARY 2018 - DECEMBER 2019

Circulation desk assistant: receiving and responding to student requests, general admin, system organization and utilization. Basic graphic design required.

Co-founder

CAPE TOWN CHEESE BOX

MAY 2019 - JANUARY 2020

Responsible for operations, social media, photography, business meetings and correspondence, research and development, advertising and product sourcing.

Waitress

YARD, ROODEHEK STREET, CAPE TOWN

MARCH - DECEMBER 2015

Serving and assisting customers, basic kitchen preparation, general cleanliness and organization, handling payments. Cashing up daily with manager on duty. Stocking of waitress station.

CONTACT INFORMATION

Address: 27 Breda Street,
Oranjezicht, Cape Town, 8001

Email:
ash360frank@gmail.com

Mobile number:072 267 6102



LANGUAGES AND SKILLS

Native English speaker, with additional Afrikaans comprehension.

Excellent oral and written communication skills.

Expert in organization and time management.

Advanced Adobe Suite skills on Photoshop,

Indesign and Premiere Pro.

Advanced computer literacy and Microsoft Suite skills, including Word and Excel.

Prior experience with Asana, ClickUp, Canva, and Mailchimp.

EDUCATION

Red & Yellow Creative School of Business

ONLINE COURSE: DIGITAL CONTENT AND
COPYWRITING

NOVEMBER 2019- MARCH 2020

CREATIVE THINKING - MARCH 2020

10-week distance program which included community management, social media content creation, copy-writing for media, and content planning. Second course relied on developing creative thinking in practice.

University of Cape Town

BACHELOR OF ARTS IN FINE ART, 2016-2019

Major in Printmedia with minor subjects including Art History, English Literature, South African History and Archaeology. Final year projects included video work.

Herzlia High School

ATTENDED 2012-2014

• Graduated with 5 distinctions in English, History, Visual Art, Economics and Life Orientation. Other subjects included Afrikaans and Mathematics.