

MAGNUS FRANCKE

Marketing & Design 



PORTFOLIO 

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LINKEDIN 

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 **LOCATION**
Somerset West, Western Cape

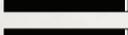
LANGUAGES

English Afrikaans

TRAITS

Problem Solver User Centered
Communicative Tech savvy
Creative Thinker Listening Skills
Analytical Thinker

SKILLS

 Leadership
 Teamwork
 Photography
 Communication
 Customer Service
 Paid Advertisement
 Microsoft Office
 Tech-savvy
 Discipline
 Time Management

EDUCATION

• **2016 NSS, Matriculated**
Completed my 12-year schooling career with a Bachelor's Degree Pass at Kuswag School, Amanzimtoti, Kwazulu-Natal.

• **2019 Adobe Products Certificate**
Photoshop, Illustrator, Premier Pro, Lightroom. I find it very rewarding to see my hard work, thoughts and imagination come to life.

• **2021 Google & Facebook Ads Certificate**
Communicating with business owners to collect data according to their client base to effectively run ad campaigns to successfully achieve their targets.

ACHIEVEMENTS

• **2020 - Nedbank Top Achiever**
By changing complaints into compliments and having excellent communicative services as well as an empathetic mindset has allowed me this award.

• **2016 - Deputy Head Boy, Matric**
Leadership, teamwork, communication as well as integrity were the characteristics that led to my Head Boy titles.

• **2013 - SA Gold Medalist, High Jump**
Passion, self-motivation, self-discipline and hard work was what drove me to achieve my dream.

PERSONAL STATEMENT

I'm a driven marketing specialist with 9 years of experience in graphic design, website design, and social media management. Clean layouts, strong typography, and brand consistency are second nature to me, and I focus on structure and performance, not just how things look.

I've worked in agencies, in-house, and freelance, which taught me to think strategically and execute properly. I recently expanded into professional video editing, investing in advanced training to stay aligned with where content and growth are heading.

I'm independent, detail-oriented, and serious about quality. I take ownership, meet deadlines, and deliver work that performs with no micro-management needed.

EXPERIENCE

• Nedbank South Africa

July 2018 - Sept 2021 | Technical Service Specialist

Technical Specialist assisting clients with digital queries on online banking and application. I was also part of the outbound team, troubleshooting the complicated queries.

• Nedbank Private Wealth

Oct 2021 - Sept 2023 | Client Service Specialist

Private Wealth Client Services Consultant in the Insurance department. Servicing long-term and short-term insurance as well as personal lines.

• Enovation Digital Marketing Agency

Oct 2023 - May 2024 | Integrated Media Planner

Provided freelance marketing and design services including social media management, print and digital design, and website development on Wix, Shopify, and WordPress. Worked directly with clients from concept to execution, managing projects independently and delivering complete marketing solutions.

• Eagle-I Digital (SSC Group)

May 2024 - Oct 2024 | Manager & Shareholder

Led agency operations and client campaigns, overseeing strategy, execution, and client communication. Managed social media, website development, graphic design, and overall marketing coordination across multiple accounts.

• Enovation Digital Marketing Agency

Nov 2024 - April 2025 | Digital Designer

Built WordPress websites from scratch using Elementor, focusing on SEO structure, user experience, and conversion-driven layouts while collaborating closely with the internal team.

• IUP Cargo

May 2025 - Present | Digital Marketing Executive

Lead digital marketing initiatives across multiple global branches including the USA, Australia, New Zealand, South Africa, and Canada. Manage website updates, social media strategy, content creation, Google review campaigns, blog writing, video production, and international event coordination, ensuring brand consistency and campaign execution across all regions.

SOFTWARE

 Photoshop
★★★★★

 Illustrator
★★★★★

 Premiere Pro
★★★★☆

 After Effects
★★★★☆

 Adobe Software
★★★★☆

 WordPress
★★★★★

 Elementor
★★★★★

 Divi Builder
★★★★★