

MAGNUS FRANCKE

Digital Marketing | Web Design | Video Content



WATCH INTRO VIDEO

PORTFOLIO

LINKEDIN

EMAIL
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PHONE
+27 60 519 9786

LOCATION
South Africa | Remote Worldwide

LANGUAGES

English (Fluent) Afrikaans (Native)

SKILLS

- Digital Marketing
- Social Media Management
- Content Creation
- Video Editing
- Graphic Design
- Website Design
- SEO & Website Performance
- AI & Emerging Tools
- Project Management

CERTIFICATIONS & EDUCATION

- 2016 NSS, Matriculated
- 2019 Adobe Products Certificate
- 2021 Google & Facebook Ads Certificate

CAREER HIGHLIGHTS

- 9 years professional experience.
- Worked across agency, freelance, and in-house environments
- Managed campaigns across 5+ international regions.
- Built 30+ websites across multiple industries.
- Supported 50+ brands with design and marketing.
- Led digital initiatives across South Africa, USA, Australia, New Zealand, and Canada.
- Self-managed remote projects from strategy through execution.

SOFTWARE & PLATFORMS

- | | |
|-------------------------|-----------------------|
| Photoshop
★★★★★ | WordPress
★★★★★ |
| Illustrator
★★★★★ | Elementor
★★★★★ |
| Premiere Pro
★★★★☆ | Divi Builder
★★★★★ |
| After Effects
★★★★☆ | AI Tools
★★★★☆ |
| Adobe Software
★★★★☆ | Productivity
★★★★☆ |
| SEO Tools
★★★★☆ | Microsoft
★★★★☆ |

PROFESSIONAL SUMMARY

Digital marketing and design specialist with 9 years of experience across agency, freelance, and in-house environments. I help brands grow through strategic design, high-performing websites, content creation, social media, and video editing.

My experience spans branding, WordPress development, short-form video, SEO, and multi-platform campaign execution for businesses across South Africa and international markets including the USA, Australia, New Zealand, and Canada.

I combine creativity with commercial thinking, strong attention to detail, and the ability to independently manage projects from strategy through execution.

EXPERIENCE



Freelance Digital Marketing & Graphic Design

- Jan 2017 - Sep 2023 | Freelancer
- Delivered digital marketing, branding, social media, and design solutions for businesses across multiple industries.
- Managed content creation, short-form video, lead generation, and digital/print campaigns from concept to execution.



Nedbank South Africa

- July 2018 - Sept 2021 | Technical Service Specialist
- Supported clients with digital banking, application support, and complex technical troubleshooting.
- Oct 2021 - Sept 2023 | Client Service Specialist
- Managed private wealth insurance client relationships across long-term, short-term, and personal lines.



Enovation Digital Marketing Agency

- Oct 2023 - Jul 2024 | Integrated Media Planner
- Managed social media, design, and website projects across Wix, Shopify, and WordPress platforms.
- Delivered client projects independently from strategy through execution.
- Aug 2024 - April 2025 | Digital Designer
- Designed and developed SEO-focused WordPress websites with strong UX and conversion-focused layouts.



TUP Cargo

- May 2025 - April 2026 | Digital Marketing Executive
- Lead digital marketing across 5 international regions, managing websites, social media, video content, SEO, and campaign execution.
- Ensure global brand consistency across digital platforms and events.