

Franciska Du Toit

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Profile

A qualified UX Designer, a Problem Solver and Software Development student with experience in marketing, designing creative business solutions and project management. Now seeking to bring these strong transferable skills into a role where I can add real value to the business in a meaningful way that inspires both employees and clients.

Key Skills and Experience Summary

- Coding Languages: HTML & CSS
- UX Design: Qualified and familiar with the UX process
- Project Management - Successfully managed and executed 2 major cross-functional projects in previous roles.
- Digital Marketing Strategy - Solid exposure to e-marketing strategy implementation along with web-optimisation.
- Marketing - Creative and innovative thinker with successful record of achievement in implementing marketing concepts.
- Stakeholder Management - Worked with groups of stakeholders at all levels which included Ease of Doing Business Forum.
- Leadership - Directly managed a remote team of 10 specialist analysts.

Education

In Progress: Diploma in Software Development Code Institute, Ireland	2021
Professional Diploma in UX Design UX Design Institute, Ireland	2020
<ul style="list-style-type: none">• Graduated with distinction (first class honours)	
Master's Degree in Cross Cultural Business Practice (LLM) University of Fribourg, Switzerland	2016
<ul style="list-style-type: none">• Graduated with distinction (first class honours).	
Bachelors in Commerce (BCom) University of Pretoria, South Africa	2012
<ul style="list-style-type: none">• Graduated with distinction (first class honours)	
Bachelors in Law (LLB) University of Pretoria, South Africa	2014
Secondary School Menlopark High School, Pretoria, South Africa	2009

Work Experience

Leasing Operations Manager: Uk & Ireland Quadient Finance Ireland Ltd, Dublin, Ireland (www.quadient.ie)	July 2019 - Mar 2021
Specialist Distribution Support Analyst Sanlam Life Ltd, Cape Town, South Africa (www.sanlam.co.za)	April 2018 - Mar 2019
<ul style="list-style-type: none">• Specialist financial planning analysis support for various distribution channels in Sanlam Personal Finance including over 4000 internal and external stakeholders.• Head of marketing initiatives to intermediaries in legal support department which also include being part of the Ease of Doing Business forum.• Nominated for the CEO Innovation Award in 2018, for outstanding improvement in productivity and innovation.• Successfully planned and executed Project: Conversations with Clients (webinar training series for continuous professional development) which reached over 1 000 external agents by using Digital Marketing Channels, Google Analytics and Marketing Analytics. Various digital tools such as Zoom, GoTo Training and WebEx was utilised.	

- Trained more than 50% of internal department colleagues on specialist technical topics.

Acting Manager: Distribution Support Analysts

Oct 2017 - April 2018

Sanlam Life Ltd, Cape Town, South Africa (www.sanlam.co.za)

- Managing a cross-country team of 10 specialists including day-to-day management, strategic planning, budget management, marketing management and training.
- Created programs in Microsoft Excel to decreased turn around time of reports by more than 50%.
- Conducted quality reviews for the analyst department.
- Elected as 1 of 35 individuals for the Sanlam Future Leadership Programme and completed it with distinction.
- Chairperson at senior executive meetings related to industry legislation.
- Developed an effective training development programme for junior employees.
- Brand manager of the support department.

Distribution Support Analyst

Mar 2016 - Oct 2017

Sanlam Life Ltd, Cape Town, South Africa (www.sanlam.co.za)

- Improved administrative process and decreased report turn around time rate by 30%.
- Trained cross-functional teams in business planning and structuring.
- Successfully planned and executed Project Synergy (Company wide knowledge sharing platform for Sanlam Group) in 2017.
- Provided face-to-face as well as webinar training and presentations to audiences of just under 100 individuals.

Intern

June 2015 - Jan 2016

Baker & McKenzie, Geneva Switzerland (www.bakermckenzie.com)

- Worked with the Head of Wealth Management department to provide consulting services to banks, insurance companies, and investment institutions.
- Conducted an operational management study and submitted a proposal to senior management, which was implemented.
- Edited and contributed to industry related articles.

Business Consultant

July 2013 - Jan 2015

Riscofin BlueStar Financial Services (www.sanlam.co.za/bluestar/Riscofin)

- Established a business process which effectively changed interaction with clients.
- Worked with business owner on client planning by providing presentations, drawing up reports and consulting with clients.

Part-time Junior Lecturer/Tutor

Jan 2012 - Dec 2014

University of Pretoria (www.up.ac.za)

- Trained groups of more than 200 students in the Legal Faculty of the University of Pretoria in Commercial Law, Legal Jurisprudence and History of South African Law.

Other Qualifications

- Certificate in Digital Marketing Strategy - University of Cape Town (2019)
- Certificate in Project Management - University of Cape Town (2018)
- Post-Graduate Diploma in Financial Planning - University of Stellenbosch (2018)
- Certificate in European Private Law - University of Salzburg (2013)

Other Activities

- Assisting individuals and businesses to build an online presence and brand.
- Developing business strategies and process models for small businesses.

Languages

- English - Fluent
- Afrikaans - Fluent

References - Available upon request
