

CREATIVE STRATEGIST

kameronfranks

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EDUCATION

Virginia Commonwealth University - Brandcenter | 2023-2025

M.S. Business: Concentration in Strategy

- Created ready to use campaigns for brands that are excelling in culture and those who've been forgotten
- Worked on teams with Art Directors, Copywriters, UX Designers, and Brand Managers
- Gained experience writing inspiring briefs, conducting interviews, creating thorough surveys, and creating concise, yet persuasive stories

James Madison University | 2020-2023

B.S. Media Arts & Design: Concentration in Creative Advertising

Minors in Art and Business

- Studied Abroad in 2022 in London, England. Immersed myself in English culture and took classes focused on their film, politics, and society
- Sat on the executive board of a student run advertising club called scratchpad where we participated in the National Student Advertising Competition and worked on a campaign for Indeed

Reynolds Community College | 2018-2020

A.S. Business Administration

- Completed as a dual enrollment program while in high school
- Gained skills early on in time management, accelerated learning, and critical thinking

EXPERIENCE

Beauty Advisor | Sephora

09/2023 - Present | Richmond, VA

- Provide courteous, knowledgeable service to clients
- Determine client's needs and suggest products to meet their needs
- Communicate product knowledge to clients as appropriate
- Meeting all metrics and goals by sharing loyalty programs with clients, utilizing and introducing tools to clients, and increasing sales in all areas of the store (makeup, skincare, fragrance, and haircare)

Freelance Brand Strategist | Dotted Line Agency

Summer 2025 | Richmond, VA

- Facilitated a brand discovery session for a new bagel concept
- Conducted light audience, competitor, and trend research - especially leveraging social listening
- Defined the new bagel concepts brand positioning, tone and voice, language direction, and recommended a visual style based on research findings
- Briefed a new creative team into the project and built momentum

Student Social Media Intern | Blue Ridge Foster Love

09/2022 - 12/2022 | Harrisonburg, VA

- Ran and revised their Instagram account to better reach their target audience
- Made a five month social media calendar with SMART goals and objectives
- Created a consistent brand image and increased engagement by 50%
- Scheduled Instagram posts using Hootsuite

Creative Design Intern | WonderGlass

05/2022 - 07/2022 | London, England

- Designed eight detailed specification sheets using Adobe Illustrator
- Created educational content for Instagram Reels using Final Cut Pro
- Worked closely with the Marketing team to reach our eight week goals
- Participated in this internship while studying abroad in London, England

SKILLS

Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
InDesign	<div><div></div></div>
Final Cut Pro	<div><div></div></div>
Hootsuite	<div><div></div></div>
Wordpress	<div><div></div></div>
Microsoft Office	<div><div></div></div>
Canva	<div><div></div></div>

INTERESTS

- ▶ Photography
- ▶ Architecture + Design
- ▶ Video Editing
- ▶ Literature
- ▶ Beauty + Fashion