


EYANI FRANKLIN-SMITH

As a recent Commerce graduate, I possess excellent communication, analytical and adaptability skills honed through internships and coursework, along with a keen attention to detail and a strong aptitude for problem-solving. I am excited to apply my knowledge and skills to contribute to the dynamic and ever-evolving field of insurance. I am committed to delivering exceptional service and building meaningful relationships with clients and colleagues alike.

 441-705-7675

 yanifs@outlook.com

 Top Square #1, 8 Barrack Street,
St. Georges, Bermuda

EDUCATION

BA, COMMERCE
MOUNT ALLISON UNIVERSITY
2023

HIGH SCHOOL DIPLOMA
CEDARBRIDGE ACADEMY
2018

STRENGTHS

- Communication
- Problem Solving
- Analytical
- Customer Service
- Time Management
- Adaptability
- Attention to detail

SKILLS

- Excel
- Pivot Tables
- Canva
- Hootsuite
- Content Creation

REFERENCES

Available upon request.

EXPERIENCE

MARKETING INTERN

Connectech Coding, Bermuda

2024- Present

- Assist in the development and execution of marketing strategies to increase brand awareness and drive client engagement.
- Conduct market research and analyze current trends to provide valuable insights for marketing campaigns.
- Create and manage content for social media platforms, resulting in a 5% increase in follower engagement.
- Contribute to the development of marketing materials, such as newsletters.
- Collaborate with marketing manager to ensure marketing efforts align with overall business goals.

SALES & MARKETING ASSISTANT

Classy Creations, Bermuda

2021 - Present

- Perform market research, analyze current trends, and identify new business growth opportunities.
- Develop new marketing strategies, sales techniques, and business plans in order to maximize profits and minimize expenses.
- Manage social media accounts and create visions to display content
- Sell products at vendor markets and pursue positive relationships with customers.
- In the process of designing an online website for consumers to sho.

AWARDS & CERTIFICATES

- The Institutes Knowledge Group: Overview of Insurance
- The Institutes Knowledge Group: Insurance Essentials
- ABIR- Special Topics in ReInsurance 2024
- Bermuda Government Graduate Trainee Program, 2024
- Mount Allison University, Visual Literacy and Culture , 2023
- Mount Allison University, Arts Administration, 2023
- Sprachcaffe Spanish Language Course, Barcelona Spain, 2019
- Maximo Nivel, Spanish Language Course, San Jose, Costa Rica, 2018

ACTIVITIES

- Holiday Season Volunteer, St. Georges Prep.
- St. Georges Dancerette, 2003 - 2013
- Baker
- World traveler
- Photography

SUMMER INTERN

Butterfield Bank, Bermuda , Trust Department

Summer 2022

- Gained experience in Trust Management from VPs and Trustee Officers and received education on the bank industry and offshore banking experience.
- Transferred client document files into Microsoft Dynamics NAV and iManage.
- Ensured that current client documents were updated and accessible to other employees in those systems. .
- Participated in Compliance webinars learning about risk levels, relevant laws, regulations and company policies.

RESEARCH INTERVIEWER

Festival by the Marsh, Mount Allison University

Fall 2022

- Conducted research for a non-profit theatre collective for 10 weeks under The Mount Allison University experiential learning program.
- Crafted bespoke questions to ask the interviewee's
- Organized and conducted interviews with willing participants within the surrounding community.
- Scheduled and managed virtual meetings.
- Transcribed interview notes.
- Adapted to remote work