

# Yashlee Francois

## Writer

"The write person to tell a story"

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🖥 Portfolio Link

📍 Middletown, DE 19709

## EDUCATION

### University of Delaware

Newark, DE

B.A. Communication/ English Minor  
(May 2024)

A.A. Life and Health Sciences  
(May 2022)

## RELATED COURSEWORK

- Marketing and Copywriting
- Advertising Design Methods
- Technical Writing

## SKILLS AND TRAITS

- Copywriting
- Creative Storytelling
- Editing/Proofreading
- Interpersonal Communication
- Perceptive
- Detail Oriented
- Written Tone Versatility

## Experience

Nov. 2022 - May 2024

Horn Entrepreneurship Marketing & Events Team | Newark, DE

### ● Content Writer Intern

- Drafted, ideated, and wrote articles about different content for blog posts
- Created copy for social media posts for LinkedIn and other platforms as well
- Consistently drafted weekly email on a punctual schedule
- Devised and lead student oriented social campaign consisting of social posts and themed blog post articles

Jun. 2023- Aug. 2023

Digitas Health | Philadelphia, PA

### ● Copywriter Intern

- Cleaned and annotated ad manuscripts
- Produced, designed, and pitch campaign for intern group project
- Updated and organized a complied claim document
- Engaged and collaborated in creative concept and review meetings

Jul. 2020 - Mar. 2023

Saladworks | Middletown, DE

### ● Shift Leader

- Took charge of all managerial aspects and directed a group of 4-5 employees
- Performed cash register and safe count after every shift and resolved discrepancies
- Interacted with all customers and resolved customer complaints, all in a diplomatic manner

## Involvement

Sep. 2022 - May 2024

Real Talk Student Television Network

### Executive Producer

- Coordinated pre-production logistics, such as the show rundown, script development, and ensuring smooth execution of projects.
- Directed live show and lead cast and crew during production

Sep. 2023 - May 2024

The New Magazine

### Feature Writer/Creative

- Creatively wrote themed features for the magazine
- Conceived, planned, and directed editorial photoshoots