

Isabelle (Izzy) Francke, Psychology Placement

PROFILE

Current Doctorate in Counselling Psychology student at City University London. Seeking to apply transferable skills from extensive volunteering in mental health settings, as well as excellent interpersonal communication skills and empathetic leadership to secure a placement. Strong theoretical and practical understanding of therapeutic alliance, person-centred and CBT therapies, and excellent research skills. A creative and digitally - savvy individual with extensive experience within digital, social, and broadcast media on and off camera.

EDUCATION

Jan 2021 — Mar 2022	MSc Psychology (Conversion), BPP University <ul style="list-style-type: none">Achieved a Distinction (76%) overall in the MScVolunteered with the BPP Community Outreach Project teaching and making presentations about mental well-being and re-framing negative thinking for adult populations.Completed a Research Internship on Relationship Commitment in Summer 2021	London
Jun 2021 — Jun 2021	Bachelor of Arts in Dramatic Art and German, University of North Carolina at Chapel Hill <ul style="list-style-type: none">3.87 GPA (out of 4.0)Graduated with highest distinction and as a member of Phi Beta Kappa Academic Honours societyRecipient of the Joseph D. Feldman and the Andy and Cindi Griffith Scholarships for dedication to Dramatic Art. Minor in Social Entrepreneurship.	Chapel Hill
Sep 2022 — Mar 2023	Certificate in Therapeutic Skills and Studies, Metanoia Insitute	London

RELEVANT VOLUNTEERING EXPERIENCE

Nov 2022 — Present	Listening Volunteer at The Listening Place The Listening Place provides those who feel life is no longer worth living with a safe place to come and talk face to face freely and confidentially to warm, non-judgemental volunteers. <ul style="list-style-type: none">Every two weeks I offer 3-4 individuals 50-minute listening sessions where we discuss their suicidal feelings and engage with what else is going on in their lives.I received extensive and fastidious training for 8 weeks prior to starting sessions and continue to have supervision weekly.I provide a space for service users to explore their feelings and talk openly with me offering complete confidentiality.	London
Jun 2020 — Dec 2022	Befriender at Womankind Therapy Centre Service users identify as women who are experiencing or have experienced domestic violence and/or abuse. <ul style="list-style-type: none">Offered support to two befriendees twice weekly on Zoom, which has developed my listening skills as well as my ability to deal with distressed people in an empathetic way.Developed an excellent understanding of the importance of confidentiality and of safeguarding measuresReceived 30 hours of training as well as monthly hourly sessions with an experienced supervisor	Bristol + Online
Jun 2021 — Present	Buddy at Sense Charity Sense Buddying enables children and young people with complex sensory and communication needs to 'buddy' up with their non-disabled peers and develop friendships. <ul style="list-style-type: none">Meet up weekly with my buddy to help develop their independence, boost confidence, discover new interests and combat loneliness.Received training in working with people with disabilities, inclusive language usage, and ability to use and recognise communication methods such as Makaton and Picture Exchange communication system.	London
Jan 2016 — Apr 2016	Drama Therapy Intern at Paradigm Treatment <ul style="list-style-type: none">Shadowed a certified Drama therapist working with in-patient teenagers for three days a weekCollaborates to develop lesson plans and therapeutic goals for each sessionLed patients in drama and improvisation therapy activitiesManaged the patients behaviour whilst establishing a supportive relationship	Los Angeles

RELEVANT EMPLOYMENT HISTORY

Oct 2023 — Present	Trainee Counselling Psychologist , Private Therapy Clinic	London
--------------------	--	--------

Placement within the Private Therapy Clinic team working with individual clients on a weekly basis.

Using person-centered, active listening and CBT modalities and techniques to work with clients dealing with anxiety, depression, low mood, social media addiction and other mental health conditions.

Aug 2022 — Present

Talent Acquisition Manager, PinkNews

London

PinkNews is the world's largest LGBTQ+ media brand. The mission is to inform, inspire change and empower people to be themselves. PinkNews helps to deliver transformative change worldwide.

- Support the DE&I strategy, ensuring our recruitment process is at the forefront of change and progression.
- Developed an end-to-end recruitment process that improved efficiency and widened our candidate pool increasing the diversity of employees.
- Trained as a Mental Health First Aider to ensure that I can provide a therapeutic ear for current employees.
- Work with the People & Culture Manager and COO to support our people strategy and ensure employees feel seen, heard, and valued at work.
- Analyzed current and past hiring data to identify areas of improvement and develop targeted talent acquisition strategies.

Apr 2021 — Aug 2022

Recruitment and Inclusion Services Coordinator, Babbasa

Remote from London

Babbasa supports diverse young people to prepare for the workplace as well as supporting employers to recruit diverse talent and create inclusive work environments.

- Support and empower young people (16-25). On-board them to our services and address their anxieties, first impressions, work culture or essential needs
- Support the Head of Recruitment & Inclusion to understand clients recruitment and inclusion needs and use our services
- Nurture an open and trusted relationship with clients and key stakeholders to ensure a positive experience and working commitment
- Serve as the lead point of contact for all client account management matters to ensure the timely and successful delivery of our recruitment + inclusion solutions

Oct 2019 — Dec 2020

Creative Diversity Executive, Channel 4

Bristol

Hired to work with diverse, new, and emergent companies and talent– focusing on creative diversity of supply, both regionally and culturally.

- Inclusion and Diversity consultant advising over 30 commissioners and independent production companies
- Designed and implemented a system to track representation of people from underrepresented groups on all C4 programmes on and off-screen and created documents to reiterate awareness of C4's Diversity Charter among production companies. Increased representation from 63% to 89% across all genres.
- Hosted events, training, and workshops for external partners and talent. Including workshop discussion on "Inclusion and Diversity in Media" with the Bristol Mayor and key city stakeholders.
- Participated on panels representing Channel 4 and as a keynote speaker for Digital Cities Bristol 2020.
- Helped launch and run the BAME Indie Accelerator - an initiative focused on doubling commissions from production companies where the creative leadership is Black or minority ethnic by 2023.

2016 — Jul 2018

Senior Social Media Strategist, BuzzFeed

Los Angeles

Hired as a writing intern but progressed quickly and was promoted throughout two and a half years at the media company to social media strategist, and senior content strategist.

- Managed a team of content creators making daily BuzzFeed Snapchat Discover editions consisting of 16+ pieces of content/day, 7 days/week. Edited and curated each edition, and grew them to 12 million daily viewers. I also oversaw the first scripted show made for the platform.
- Hired and developed a high-performing team of strategists who launched the Nifty and Tasty brands on Snapchat and grew them to 4 million daily viewers.
- Wrote the Webby Award winning daily newsletter, "What's Going on in the World Wide Web" with a 20k+ daily readership.
- Wrote over 100 articles for BuzzFeed.com. Gaining over 3 million views cumulatively.
- Helped create and recruit for the BuzzFeed internship program. Designed intern assignments, timeline, and interview structure and mentored 6 interns.
- Developed and implemented Facebook, YouTube, and Instagram strategies for BuzzFeed's shows including Worth It, Ladylike, Unsolved. Launched an Instagram for the Worth It Franchise, which grew to 100k in 100 days.
- Produced a bi-weekly report analyzing YouTube and Facebook performance and gave presentations to senior management providing guidance for content creation.
- Engaged the community through organizing and leading student group tours, and speaking on industry panels.

LANGUAGES

German

Native speaker