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I'm Rebecca — an experienced Digital Design and Social Media Marketer based in London and Kent, with a demonstrated history of working in the Fashion/Apparel and Creative Industries. Skilled in Visual Communication, Branding, Marketing, Social Media and Digital Production. An accomplished creative thinker with strong technical ability and a 1:1 (First Class Honours) BA Hons Fashion Journalism degree from Solent University.

Focus

Creative Direction · Social Media Marketing · Content Creation · Digital Design

- Crafting brand identities
- Planning, implementing & managing (social) marketing campaigns
- Thorough, considered design
- Photography
- Video Editing
- Pixel-perfect standards
- Visual Storytelling

Fully conversant with Microsoft Office and Adobe Creative Suite including Photoshop, Premiere Pro, InDesign and Illustrator.

Relevant Experience

Freelance Digital Design & Social Marketing Lead — HYPE-IT
Mar 2020 – Present

Digital Marketing and Social Media Assistant — NAAYIB
Sep 2019 – Present

Content Creator — Becca Louise
Apr 2015 – Present

Studio Assistant — Solent Creatives
Sep 2016 – Jun 2018

Education

Solent University

2015 – 2018 · 1:1 (First Class Honours) BA Hons Fashion Journalism
Specialising in Photography, Videography and Digital Production · Live Project: Magazine Design and Coordinator, Westquay Magazine SS18

Maidstone Grammar School for Girls

3 A-Levels (Textiles, English Language & Literature and IT) and 1 AS Level (Media Studies) · 14 GCSEs (inc. French, Spanish, English Language, English Literature, IT and Astronomy)

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