

Rebecca Edwards

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PROFILE

Experienced social media marketer with meticulous attention to detail and notable creative potential, focused on brand awareness and elevation. Achievements in social media cover TikTok and Instagram, growing emerging small business accounts from 0-700 followers in attainable timeframes via multi-channel marketing campaigns. Currently in my final year of Media and Communications degree studying at Cardiff University.

KEY SKILLS

Social media marketing – Increased brand awareness and website traffic for an e-commerce brand through customer-centric and engaging content on [TikTok](#) and [Instagram](#).

Deadline-orientated – Strengthened time management and organisational skills by balancing part-time work and full-time study.

Graphic design – Created a professional and seamless website as a project manager using Shopify's e-commerce platform. Frequent user of photo-editing software Canva.

Accuracy – Administrator role requires concentration and meticulous attention to detail to complete tasks within tight deadlines and stress-induced environment

RELEVANT EXPERIENCE

Project Manager

MG Perfumery, Milton Keynes | July 2023 – April 2025

- Developed corporate branding, social media campaigns, and online promotional content using the Canva graphic design platform, generating 40% of traffic to the launch website.
- Initiated and managed the business' social media accounts, increasing Facebook and Instagram following by 30% to 1,000+ followers.
- Directed creative projects related to the launch of the e-commerce website, [MG Perfumery](#).
- Reviewed customer data, created detailed sales reports of SEO and website traffic findings and presented them coherently to my employer.
- Coordinated admin tasks as required including appointments, bookings, inventory review, and responding professionally to email and social media enquiries.

Junior Researcher

BBC Radio 4's *Any Answers?* BBC WALES, Cardiff | March 2023 – Present (Freelance)

- Captured information, at pace for consideration in a live broadcast and researched accurately when producing original content in keeping with the editorial brief.

- Suggested, developed, and researched appropriate ideas and presented these to the producer and line manager for feedback and review.
 - Collaborated with the programme team by operating the phone-in system, taking callers' details and comments, and passing this information to the programme producer concisely.
 - Acted as a point of contact with the public regarding programme enquiries and directed callers to the appropriate department as necessary.
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ADDITIONAL EXPERIENCE

Inventory Assistant

John Lewis, Milton Keynes | August 2022 – September 2022

- Developed computer proficiency by using scanners to delete, transfer, and add tasks, whilst keeping up with the physical demands and time constraints of the job.

Sixth Form Well-being Mentor

Shenley Brook End School, Milton Keynes | September 2021 – May 2022

- Conducted well-being meetings and confidence-building outdoor activities with pupils who were disruptive in class.
- Resolved student-to-student conflicts in a professional yet calming manner.

Administrative Assistant

Countrywide Money Ltd., Milton Keynes | May 2020 – August 2020

- Provided high levels of administrative support including updating client files, preparing financial pamphlets, and answering out-of-hours research requests.
 - Distributed key documents and materials under time constraints.
 - Created more efficient filing systems and customer-based protocols, under employer supervision.
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EDUCATION

BA Media and Communications

Cardiff University | September 2022 – 2025

- *Digital Culture* module, 84%, Designed a [Netflix-themed website](#) critiquing the growth of the video streaming economy.
- *Advertising and Consumer Society* module, 79%, Researched thoroughly to develop a lucid, thought-provoking 2,500-word essay on the effects of consumer capitalism.

A-Levels

Shenley Brook End School, Milton Keynes | September 2020 – June 2022

Film Studies (A*), English Literature (A), Music (B)

GCSEs

Sir Thomas Fremantle School, Buckingham | September 2015 – June 2020

9 GCSEs x 8-4, including Maths, English, and Science