

Rhianne Talling

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SUMMARY

Enthusiastic and detail-driven MA Social Media and Digital Marketing graduate. Highly organised, proactive, and passionate about data entry, communication, and research. Looking to apply my creative, analytical, and marketing skills to a workplace where I can develop my skills further and contribute meaningfully.

EDUCATION

University of Exeter – MA Social Media and Digital Marketing – September 2024 – September 2025

- **Result:** Distinction

Cardiff University – BA Media, Journalism, and Culture – September 2021 – July 2024

- **Result:** Second Class Honours Division One (2:1)

MARKETING & CONTENT EXPERIENCE

The Cusp, Swansea

Digital Advertising Operations Executive. March 2026 – May 2026

- Contributed to paid advertising set-ups across a variety of platforms, including Meta, Google, Snapchat, and TikTok.
- Supported digital analytics and advertising operations, transforming data into clear reports highlighting key insights and optimisation opportunities.

Marketing Intern. October 2025 – February 2026

- Learnt how to apply my academic understanding of marketing to a workplace, hands-on role.
- Conducted research into consumer opinions, cultural trends, and competitor benchmarks to help inform strategic marketing proposals.

The Bootlegger, Exeter & Cardiff

Bartender and Social Media Content. September 2024 – March 2026

- Provided excellent customer service while working in a fast-paced bar environment
- Assisted in creating engaging social media content, improving the visibility and reach of the brand across multiple platforms.
- Developed persuasive communication skills through upselling products, applying sales principles to enhance customer experience.

Newsquest, Newport

Journalism Intern. April 2024

- Got involved in newsroom discussions about current trends and community stories, pitching some of my own to be researched, written, and printed or published.
- Conducted interviews and research to produce clear, accurate copy, whilst meeting article deadlines.

Nicola Rylett Group, Cardiff

Digital Marketing Intern. November 2022 – February 2023.

- Created writing-based content aligned with the brand voice, gaining experience in digital marketing and helping to improve the company's online presence and visibility.
- Gained experience within writing content for a company aimed to draw traction towards their website.

OTHER PROFESSIONAL WORK EXPERIENCE

Cardiff University Students' Union, Cardiff

Team Leader. September 2023 – September 2024.

- Led teams, mentored new staff, and dealt with customer conflict within this role, developing teamwork and leadership skills.

Venues Assistant. September 2022 – September 2023.

- Worked in fast-paced environments, preparing food and drinks, whilst maintaining a high standard of customer service.

CERTIFICATIONS

Google Ads Search Certification – Completed 18/07/2026

Google Ads Measurement Certification – Completed 31/07/2026

FREELANCE WORK

Platform Markets Group, Remote

July 2026 – Present

- For Platform Markets Group, I am helping with administrative work, where I am using software to find data on a list of potential clients and update a spreadsheet.

The Designer Box, Remote

June 2026 – Present

- For The Designer Box, I am currently helping analyse their paid social advertising data, creating a monthly report, and suggesting areas for optimisation to decrease marketing costs, whilst maintaining revenue.

11.11 Productions, Remote

May 2026 – July 2026

- For 11.11 Productions, I assisted with developing a digital marketing analytics report assessing their current marketing strategies and making suggestions for optimisation across all social media platforms. I also created the base of their official website for them to build on and adjust, in addition to creating a variety of spreadsheets to help with marketing organisation.

SKILLS & COMPETENCIES

- **Research & Writing:** Able to develop strong written communication in the forms of articles and reports, using information from monitoring online media trends, discourse, and competitors, then summarising important insights.
- **Digital Analytics:** Able to interpret data from different platforms regarding trends, website traffic, and social media engagement and traffic, then analyse it to understand why numbers are either up or down on a weekly basis.
- **Content Creation & Media Management:** Experienced in creating content calendars, optimising platforms, and analysing audience engagement. Talented in creating different forms of digital content such as short form video, or advertising images.
- **Digital Website Tools:** Experienced in using tools such as GA4, SimilarWeb, and Serpstat to collect data and analyse it using spreadsheets, before creating insights.
- **Microsoft Office:** Proficient in using a range of Microsoft Office software, particularly Word, PowerPoint, and Excel.
- **Organisation:** Strong organisational skills, with a keen attention to detail. Skilled at coordinating schedules, logistics, and team communication.
- **Communication and Collaboration:** Confident working with teams, leading tasks, and supporting fast-paced environments. Proficient in effective communication to ensure operational efficiency and positive moods and attitudes from the team.

LINKS:

Portfolio: <https://www.rhiannetalling.com/>

LinkedIn: <https://www.linkedin.com/in/rhianne-talling-525877193/>

REFERENCES

Charlie Tilt, Operations Manager, The Bootlegger Bars. charlietilt01@gmail.com

Louise Rengozzi, Director & Co-Founder, The Cusp. louise@the-cusp.com

Nicola Hayes, Chief Marketing Officer, Platform Markets Group. nicola@nshayes.co.uk