

Rhianne Talling

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SUMMARY

Enthusiastic and detail-driven MA Social Media and Digital Marketing graduate with over a year of work experience in marketing and communications. Highly organised, proactive, and passionate. 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
- **Relevant Modules:** Applied Digital Marketing Analytics, Digital Marketing Planning, Social Media: Management & Strategy

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

- **Result:** Second Class Honours Division One (2:1)
- **Relevant Modules:** Understanding Media Business, The Creative & Cultural Industries, Managing Media Communications

MARKETING & CONTENT EXPERIENCE

The Cusp, Swansea

Digital Advertising Operations Executive, previously Marketing Intern. October 2025 – Present.

- Contributed to paid advertising set-ups across a variety of platforms, including Meta, Google, Snapchat, and TikTok.
- Supported digital advertising operations, generating reports on campaign progress, and optimising campaigns, decreasing cost-per-click, and increasing click-through rates.
- Generated and presented client reports based on quantitative research and analysis of competitors, websites, current campaigns, etc.

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.

Expose, Exeter

Contributing Writer. October 2024 – July 2025

- Wrote compelling articles tailored to a student audience, contributing to content that resonated with and informed readers, whilst maintaining the editorial brand voice.
- Conducted independent research and structured content to align with publication style and reader interests.

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.

Golf Fang, Cardiff

Bartender. February 2023 – September 2023.

- Provided high-quality drinks service in a fast-paced environment through teamwork.
- Built strong interpersonal skills, guest communication, and the ability to stay calm under pressure.

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. charlie@bootleggerbars.com

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

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

HOBBIES AND INTERESTS

Guitar: Playing instruments has been important to my family from a young age, I decided to take up the guitar and participated in multiple performances and competitions across my childhood.

Baking: Since starting my Master's degree, I developed a fascination with breadmaking, experimenting with different styles of bread, and have slowly started experimenting with different styles of baking.

Scouts: In recent months, I have found enjoyment in participating in the Cardiff scouts group, specifically the beavers branch.