**Rhianne Talling**

+447843776806 | tallingra@gmail.com | Hill-Cott, Stoke Hill, Exeter, EX4 9JN
<https://www.linkedin.com/in/rhianne-talling-525877193/>

**SUMMARY**

I am a recent graduate and current master’s student in social media and digital marketing, seeking an entry-level marketing role to apply and develop my skills in social media management, copywriting and digital strategy. My work experience and time at university has led to strong interpersonal skills, a driven attitude, and an eagerness to learn.

**EDUCATION**

**University of Exeter – MA Social Media and Digital Marketing** – September 2024 – September 2025 (Expected Completion)

Relevant Modules:

* **Social Media Management and Strategy**: Developed a comprehensive social media marketing strategy, enhancing a practical understanding of audience engagement and platform-specific content creation. Accompanied by an analysis of a PR crisis and a research-backed evaluation of what I would do differently.
* **Applied Digital Marketing Analytics:** Completed tasks using digital analytics tools, gaining experience in data interpretation and performance optimisation. This involved developing a familiarity with website tools such as SimilarWeb, Serpstat, and Google Analytics.
* **Digital Marketing Planning:** Conducted a digital marketing audit and developed a strategic marketing plan for a real-life charity, applying theoretical knowledge to practical business challenges, whilst developing skills in Google Analytics and social media insights such as Facebook and Instagram.

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

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

Relevant Modules:

* **Understanding Media Business:** Created a business portfolio for a chosen media company, analysing its operations and proposing strategic improvements. Completed a group project developing and pitching a new business idea.

**EXPERIENCE**

**The Bootlegger, Exeter –** *Keyholding Bartender and Social Media Assistant.* Sept 2024 – Present

* 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. This included creating a successful content calendar and taking over the images and videos posted to the social media, based on aesthetics, trends, and brand positioning.
* Developed persuasive communication skills through upselling products, applying sales principles to enhance customer experience.

**Expose, Exeter –** *Contributing Writer.* Oct 2024 – Present

* Wrote compelling articles tailored to a student audience, contributing to content that resonated with and informed readers.
* Researched and structured content to align with publication style and reader interests.
* Adapted writing style to suit different topics and audience preferences.

**Project Focus, Cardiff** *– Contributing Writer.* Feb 2024 – July 2024

* Researched and produced well-structured, informative articles on various topics.
* Developed strong storytelling techniques and an understanding of audience needs.
* Edited and refined work based on editorial feedback, improving clarity and engagement.

**Nicola Rylett Group, Cardiff** – *Digital Marketing Intern.* Nov 2022 – Feb 2023.

* Created content aligned with the brand voice, gaining experience in digital marketing and helping to improve the company’s online presence.

**Cardiff University Plant Society** – *Social Media Assistant.* Sept 2022 – Dec 2022

* Managed the society’s social media accounts, ensuring regular and relevant content updates.
* Analysed engagement metrics to refine content strategy and enhance audience interaction.
* Created content strategies designed to increase engagement across social media platforms.

**OTHER WORK EXPERIENCE**

**Cardiff University Students’ Union, Cardiff** *– Team Leader & Venues Assistant.* Sept 2022 – Sept 2024.

* Led teams during high-pressure events, ensuring smooth operations and customer satisfaction.
* Trained and mentored new staff, enhancing teamwork and efficiency.
* Managed customer interactions, developing conflict resolution and problem-solving skills.

**Golf Fang, Cardiff** *– Bartender.* Feb 2023 – Sept 2023.

* Provided high-quality service in a fast-paced environment, improving adaptability and customer service skills.
* Utilised upselling techniques to promote drinks and experiences, demonstrating an ability to influence customer behaviour and drive revenue growth.

**SKILLS & COMPETENCIES**

* **Social Media Management:** Proficient in managing platforms (such as TikTok, LinkedIn, and Instagram), content creation, and optimising engagement through business tools and performance tracking.
* **Market Research & Digital Analytics:** Ability to conduct research, analyse trends, and utilise digital tools and analytics to optimise content and marketing strategies for better audience engagement.
* **Microsoft Office:** Proficient in using different software in Microsoft Office to produce high quality documents, presentations, and more.
* **Team Collaboration, Communication & Leadership:** Proven ability to work effectively in teams, lead projects, collaborate effectively, and adapt to different roles within team settings to achieve quality outcomes.
* **Creativity & Adaptability:** Strong creative skills, with experience in developing unique content strategies, podcasts, and magazine articles. Quick to learn and keep an eye on new marketing tools and trends.
* **Time Management & Organisation:** Effective at balancing multiple responsibilities and tasks, consistently meeting deadlines while maintaining high academic standards. Proven through working multiple jobs alongside university.
* **Problem-Solving & Attention to Detail:** Efficient at making decisions and creating solutions for different problems, and effective at ensuring work is high-quality and thoroughly checked.
* **Planning & Logistics:** Able to consider logistical issues such as budget and time, when creating campaign plans and coordinating events.

**REFERENCES**

**Charlie Tilt**

Operations Manager, The Bootlegger Bars

Charlie@bootleggerbars.com

**Luke Tonkinson**

Personal Licence Team Leader, Cardiff University Students’ Union

tonkinsonls@cardiff.ac.uk

**PERSONAL INTERESTS**

**Breadmaking:** Enjoy experimenting with new baking techniques, and styles of bread.
**Guitar:** I play casually in social settings, which helps me relax.
**Poetry:** I enjoy casually writing poetry in my free time to help with emotions.