

Rebecca Fox

Digital Marketing Executive with a passion for content writing, copywriting, and social media marketing

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My name's Rebecca Fox. I'm a Content Writer of eight years and a graduate of the BA Hons Creative Writing degree at Arts University Bournemouth. I developed my writing skills across all forms, including editing, content creation, and other aspects of creative work. I also gained professional skills working in copywriting, proofreading, managing projects, and developing and running adult workshops teaching creative writing and editing.

I worked at the Charity organisation Dorset Scrapstore in 2020 as their social media assistant. I updated their Facebook and Pinterest pages and created regular, upbeat, and informative content to market the recycling and crafting charity to customers. I am skilled in editing and writing large and short documents and creating creative works with a strict brief and style.

I am currently working part-time at a Digital Agency as a Digital Marketing Executive, where I have been for two years. I have written website content, blog, and news articles for multiple clients and the company itself, YouTube Scripts, and product descriptions for companies and businesses worldwide. I also created high-quality graphics and creative visuals for social media accounts for various clients and to also supplement the content work.

I also have experience with screenwriting and editing. I was the assistant screenwriter for an MA Film Student's short film, Blindless Love, in 2019. My creative work was showcased in two exhibitions: the LIT: Literature and Light in 2018 and the AUB. Summer Show in 2019. I have work published in AUB's Student Media Group BUMF's 14th issue; Contrasts. My short fiction has been published in the BA (Hons) Creative Writing degree's first student anthology.

Personal Details

Driver's License: Cars

Eligible to work in the UK: Yes

Highest Level of Education: Bachelor's

Industry: Arts & Entertainment

Work Experience

Digital Marketing Executive

Blue Frontier IT Ltd - Southampton

June 2021 to Present

My main responsibilities were to manage a range of clients with SEO, Content, and Social Media services, including content creation, copywriting, website, and CMS content optimisations and uploading,

scheduling social media content (such as reels, Instagram stories, organic posts) client communication and reporting on progress. The role also included internal work on SEO practices, website landing page writing, and page creation, blog and article writing, and social media, including reels, and organic static posts for a variety of platforms, including Twitter, Instagram, LinkedIn, and Facebook.

Freelance

Self Employed

September 2017 to Present

I work specifically on novel writing, short stories, poetry, scriptwriting and screenwriting and vocational skills in my spare time as a freelancer, including such work as copywriting, non-fiction, cv writing and planning writing events and teaching writing workshops.

Freelance Copywriter

Wizard of Content

February 2021 to May 2021

I research and write high quality and easy to read copy to client briefs and tight deadlines on a regular freelance basis. I write SEO rich phrases and use strong keywords, with the intent to bring clicks and views to businesses and companies to improve their online reach. I've researched and written blog posts, articles, product descriptions, website content, proposals, and YouTube Scripts from client briefs. My articles and blogs are currently published on websites such as Office Freedom and EM Wellness, and I aim to continue improving the look and feel of company mottos and give friendly, analytical, and informative content that clients are proud to share as their own.

Full time Ghost Writer

MSE Publishing

October 2020 to February 2021

I worked remotely for an American publishing company and completed a 80k novel in the first month. I was trained with editing and writing large and short novels and created creative works to a strict brief and style guide. I worked with professional editors and collaborated on editing and refining crime thriller stories for publishing.

Social Media Assistant

Dorset Scrapstore

May 2020 to October 2020

I worked on the Social Media Marketing of the organisation and Content creating/Ideas Generation. I helped run Dorset Scrapstore's Facebook and Pinterest page and I also participated in the creating and running of events and challenges on their social media, specifically during the first lockdown for COVID-19. I helped assist with photography and photo Editing for the Social Media content and created a video for the store using my videography and video Editing skills.

Guest Speaker for National Novel Writing Month Lecture

UCI Claire Trevor School of the Arts - Irvine, CA

September 2020 to September 2020

I remotely ran an online workshop and presentation detailing the writing event National Novel Writing Month or NaNoWriMo for the Arts Alumni team during their creativity section. I answered questions about writing and being a professional writer and helped run a workshop where the other members of the team completed a short piece of writing.

Writer4Life Community Project Leader

Self employed - Bournemouth

September 2019 to January 2020

Structuring and developing writing workshops for international writers to help develop and facilitate a creative space for learning, feedback, and editing.

Assistant Screenwriter

Arts University Bournemouth

June 2019 to July 2019

Assisted an MA film student with edits and revisions to their screenplay, completing group discussions about the story and plot and offering assistance to the filming crew for locations.

Guest Writer

Self Employed

August 2018 to August 2018

Guest writer and workshop facilitator for the Kidz in Care Dorset writing workshop hosted at the ArtsUniversity, to help the kids with their writing and encourage mindfulness and self-awareness through creating written work.

Editor, and proofreader

Self employed - Bournemouth

2017 to 2018

Third Year Creative Writing Student, beta reader, and proofreader for students at the Arts University Bournemouth. Experienced with essays, general documents and creative pieces.

Education

BA Hons in Creative Writing

Arts University Bournemouth

2017 to 2020

A-Level or equivalent in Visual and Performing Arts

The Buckingham School

2003 to 2010

Skills

- Creative Writing
- Nonfiction Writing (3 years)
- Web Content Writing
- Graphic Design
- Social Media Marketing (3 years)
- Social Media (4 years)
- Digital Marketing
- Twitter

- Social Networking (2 years)
- Facebook
- Social Media Management
- Instagram
- Adobe Photoshop (2 years)
- Adobe InDesign (1 year)
- Digital marketing (2 years)
- Facebook Advertising (1 year)
- SEO (2 years)

Links

<http://linkedin.com/in/rebeccalouisefox>

<https://rebeccalfox.journoportfolio.com>