

Rebecca Bolton

Unit 90 Pollard Yard
15 Pollard Street East
Manchester
United Kingdom
M40 7QX

Education

September 2018-September 2019

University of Liverpool

Postgraduate Certificate in Marketing (Merit)

Modules: Digital marketing; Marketing Management; Services Marketing; Marketing Communications; Strategic Organisation; Critiquing Marketing; Consumer Behaviour; Strategy, Planning & Implementation

September 2014-September 2015

University of Manchester

MSc International Business and Management (Merit: 65%)

Modules: Mergers and Acquisitions; Economic and Financial Aspects; Marketing Issues in International Business; International Trade; Financial Risk Management for International Business; Quantitative and Qualitative Research Methods and Data Analysis; Economic Analysis of the Multinational Enterprise; Business Environment and Strategy in China.

September 2009-June 2013

University of Salford

BA(Hons) Modern Languages with Translation and Interpreting Studies (2:1: 67%)

Relevant Modules: French language; Spanish language; Italian language; Translation and Interpreting.

- Produced a 3,000 word French to English translation, achieving a mark of 83%.
- Acquired advanced skills in French and Spanish with translating and interpreting.
- Spent one semester studying French at ISIT Paris and Spanish, French and Italian at Universidad de Alicante as part of an Erasmus exchange year.

Work Experience

**August 2014-Present
Manchester**

Translator/Copywriter

- Translating business, marketing, medical and legal texts from Spanish, French, German, Italian, Portuguese and Dutch into English using SDL Trados Studio, Phrase, memoQ and other translation software.
- Translating texts from other disciplines such as oenology and cyber security.
- Translating TV and social media video transcripts.
- Transcribing English video and audio content.
- Postediting texts.
- Providing SEO translation.
- Providing creative translations and translating/writing product descriptions.
- Completing projects for end clients such as the European Commission, Iberdrola, La Roche Posay and Zara.
- Designing content for TikTok.
- Worked on the EU Commission's GROW project across a number of subject areas.
- Maintaining good working relationships with translation project managers.
- Adhering to project deadlines.
- Proofreading texts to ensure accuracy and quality.

**March 2016-October 2016
Stafford/London**

SEO Analyst

iProspect

- Assisted with the on-going management of SEO accounts including LV = Liverpool Victoria, Essentra and Post Office.
- Performed SEO activities such as keyword research, competitor analysis and writing copy.
- Created and maintained weekly and monthly SEO reports using Excel. Used functions such as pivot tables and formulas such as SUMIF.
- Supporting SEO executives and managers in the delivery of technical SEO activities and off-site campaigns.
- Gathered and analysed data from SEO tools such as Screaming Frog, Google Analytics and Search Metrics.
- Stayed up to date with SEO developments and wider marketing trends.
- Acquired knowledge of other digital marketing channels such as PPC, social media (Facebook, Instagram, Twitter) and affiliate marketing.

**October 2015-December 2015
Shanghai/Shenzhen**

Marketing Executive

Emerging China Medical

- Created content for the company WordPress website, press releases and social media.
- Performed competitor analysis and market research, reporting results to marketing manager.