



REBECCA ALLEN

DIGITAL MARKETING

- 07786 374791
- rpendall@gmail.com
- /rebecca-l-allen
- King's Lynn, Norfolk

Skills

- WordPress CMS
- Copywriting
- Social Media
- Photoshop/Canva/Capcut
- Event Management
- Online bookings & Payments
- Team Player
- Google MyBusiness
- MailChimp

Achievements

Brand recognition for ATFM for being the 'go to' financial advisers in West Norfolk

I co-ordinated the installation of Internet, launched a website and online booking system for the local village hall.

My husband and I built our family home in 2022.

Objective

I am a versatile Digital Marketing Executive with 20 years experience in communications and marketing, and have a comprehensive background in web design and development. My focus is about building brand awareness through a combination of digital channels and traditional marketing methods. With my technical and creative background, I can be actively involved in a project from conception to launch, ensuring goals align.

Experience

- April 2021 - Present

Freelance Web Developer

 - Design and develop websites for local businesses via WordPress CMS.
 - Set up online room booking systems using AllBooked (a Skedda platform).
 - Implemented a WooCommerce area to a site for ticketed events, integrated PayPal and Stripe gateways
 - Helped small businesses with basic SEO and advised on social media.
 - Provided documentation and support videos to clients
- September 2016 - July 2025

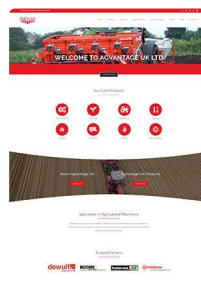
Marketing Manager @ Allen Tomas & Co Financial Management

 - Designed & developed the initial brand in 2012, and completed a rebrand in 2023.
 - Designed & built the website in WordPress, and completed a refresh in 2024.
 - Managed the social media across Instagram, Facebook, LinkedIn and Google.
 - Organised office launches and charity events
 - Improved SEO and co-ordinated online ads
 - Arranging of all print media and advertising
- May 2007 - August 2016

Digital Communications Officer @ North Norfolk District Council

 - Assisted in the relaunch of the website and ongoing maintenance and updates
 - Developed and maintained the staff Intranet
 - Skinning of multiple 3rd party software
 - Wrote handbooks and taught staff in updating web content

Portfolio

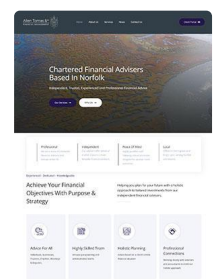


AgVantage UK Website Development

With their branding already established, this start-up company needed a clean website to showcase their expanding portfolio of high-end agricultural machinery.

Allen Tomas & Co Financial Management Website, Copywriting & SEO

I completed a refresh of the ATFM website using the new branding that I had developed. It needed to be simple, attractive and professional. I rewrote the content to be more SEO friendly whilst still keeping the family-friendly focus.





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Certifications

- Level 1 Hockey Coaching
England Hockey
- Basic Food Hygiene

Please note

Further examples of websites and references can be provided on request.

Education

- 2001 - 2005
University of Huddersfield
BSc(Hons) Business Computing with Multimedia
I achieved a 2:1 and completed a sandwich year on placement at a school where I redesigned the website, was in the IT Support team and taught sports. I played competitive hockey for the Ladies University 1st XI team.
- 1998 - 2001
Wisbech Grammar School
I obtained three A-Levels and nine GCSEs at A-C grade. I played in hockey, netball and tennis teams.

Committees & Voluntary Work

- 2018 - 2024
Ingoldisthorpe Village Hall Committee
Committee Member
I was an active part of the committee; a group of volunteers elected to manage and improve the community Hall. I organised and helped at events, took bookings and showed prospective customers around the property, arranged maintenance work to be done, and took minutes at meetings.
- 2017 - Present
Ingoldisthorpe 'Friends' PTA
Chairperson
I chair termly meetings to decide on ways to raise money for the local primary school. In 2018 I was part of a team that completed the National 3 Peaks 24hour Challenge, raising almost £3000 for the PTA.
- 2025 - Present
Wisbech Town Hockey Club
Marketing Adviser
I was asked to help out the club with their social media and general marketing to improve communications between the committee and the members. I currently produce a weekly newsletter in MailChimp and also help schedule social media posts.

Interests

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|------------------|-------------------------|----------------|
| Learning Spanish | Dining out | Hiking |
| Playing hockey | Spending time abroad | Dog walks |
| Cooking | Seeing family & friends | Helping others |