

Rebecca Inch

I am a content and user focused strategist with experience in digital and brand projects. I am looking for new opportunities where I can be challenged to learn, explore new ideas, and solve problems.

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Experience

Web Analyst / Developer — Stepchange

April 2018 - June 2018

This is a contract role assisting the digital team in ensuring GDPR compliance across all websites. I am focussing on the installation of their cookie controls across wordpress and other CMS platforms using Google Tag Manager

Ecommerce & Digital Marketing Manager — Montane

October 2017 - April 2018

I had sole responsibility for the website and digital presence for Montane, an outdoor clothing manufacturer. This included all aspects of ecommerce, customer journey and lifecycle, all email communications, and liaising with relevant agencies for PPC and design.

UX Consultant / Designer / Developer — Freelance

October 2016 - Present

I work with a number of companies and agencies in a variety of areas including UX consultancy, traffic and user analytics, printed design, digital design, and wordpress development.

Content Strategist — Equip Outdoor (Rab and Lowe Alpine)

February 2015 - May 2017

I developed and managed a commercially focused content program for the Lowe Alpine and Rab worldwide websites. Working with internal and external stakeholders to ensure an on-brand and integrated campaign.

Education

Professional Certificate of Marketing (Digital) — CIM

December 2016

BA(Hons) Animation and Design — Sunderland University

June 2012

Key Skills

Excel - Lookups, Pivot tables, Basic VBA

Google Suite - Analytics, Adwords, and Tag Manager

User Testing - A/B testing, heatmaps, user interviews

Project Management - scoping, planning, and delivery

Magento - admin, content management, and imports

Wordpress - as a CMS and basic coding / child themes

Adobe Suite -Photoshop, InDesign, Illustrator, and XD

Presentations - Powerpoint and Google Data Studio

Content Strategy - data driven planning, briefs, wireframing and project management

Analytics - inc. presentation of data to stakeholders

Personal Interests

Rock Climbing - Outdoors and indoors, at home and abroad

Baking

Dinghy Sailing