

Rebecca Hedley

WEB DEVELOPER & MARKETING PROFESSIONAL

0431 174 281



rebeccakatehedley@gmail.com



Melbourne, Vic



PROFESSIONAL PROFILE

Solution-oriented junior full-stack web developer with experience in front and back-end technologies including Javascript, React, Sequelize and MongoDB. Extensive experience in marketing, eCommerce, and customer journeys, with a focus on optimising user experience and fit-for-purpose content.

STRENGTHS

Front-end Web Development
Back-end Web Development
eCommerce Implementation
UX Design & Strategy
B2B Marketing
Copywriting & editing
Digital Content Creation
Print Production & Design
Audience Research & Segmentation
Digital Communications
Brand guidelines

WEB DEVELOPMENT PROFICIENCIES

Recently earned a certificate in full-stack development from Monash University and developed skills in JavaScript, CSS, React.js, and responsive web design. Experience with building and refactoring web applications, Agile application methods, Object-oriented Programming, and MERN application methods.

TECHNICAL SKILLS

- HTML
- CSS and CSS frameworks
- Git
- Javascript
- Third-party APIs
- Server-side APIs
- JQuery
- AJAX
- Node.js
- Express.js
- SQL & Sequelize
- NoSQL
- MongoDB
- Progressive Web Apps
- React
- Redux

EDUCATION

GRADUATE CERTIFICATE
Full Stack Coding Bootcamp
Monash University
2022-2023

POSTGRADUATE DIPLOMA
Editing & Communications
University of Melbourne
2014 - 2015

BACHELOR OF ARTS
Creative Writing
Media & Communications
University of Melbourne
2010 - 2012

EXPERIENCE

June 2016 - Present
MARKETING MANAGER, TITUS TEKFORM PTY LTD

Titus Tekform is a supplier of hardware to the commercial and residential kitchen industry and a member of the global Titus Group. Titus Tekform has 10 branches across Australia and two New Zealand branches under the Stefano Orlati brand. Titus Tekform also operates multiple end-user focused websites and ecommerce channels.

KEY RESPONSIBILITIES

- eCommerce implementation
- Website design & management
- Wireframing
- UX prototyping
- Marketing strategy
- Brand development
- Brand guidelines
- Audience segmentation
- Collateral design & production
- Customer workflow visualisation
- Copywriting & technical writing
- SEO & SEM
- Social & digital advertising
- Technical drawings & manuals
- Product photography
- Reporting & analytics

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KEY SKILLS

Attention to Detail
Strong Written & Verbal
Communication
Resource Management
Innovative Problem Solving
Project Planning & Strategy
Accountability
Improving Efficiency
Copyediting & Print Production
Structural & Copyediting
Content Development
Time Management
High Volume Data Entry

CERTIFICATION

Google Analytics Certified
Coursera CALARTS Certificate
in Graphic Design
LinkedIn Skills Badge:
SEO (Top 15%)
Google Analytics (Top 15%)
Adobe InDesign (Top 15%)
Microsoft PowerPoint (Top 5%)
HTML
Microsoft Excel
Google Ads

EXPERIENCE continued

August 2013 – May 2016

TRAVEL EXPERT, STA TRAVEL, HIGHPOINT

STA Travel was a travel supplier servicing the general public through 200 retail travel agency stores globally. STA Travel Highpoint was consistently ranked in the Top 5 performing stores nationally.

HIGHLIGHTS

- Solicited sales, co-ordinated and managed travel itineraries and compiled complex and time-pressing documents as the first point of contact for STA Travel consumers
- Administered local area and social media marketing campaigns to drive sales and increase brand awareness for key suppliers
- Facilitated communication between clients, suppliers and third-party stakeholders
- Demonstrated high stamina and endurance and ability to remain focused and upbeat while working long shifts in a detail-oriented environment
- Worked towards targets and channelled sales skills and enthusiasm to create individualised travel itineraries and exceed revenue thresholds

November 2012 – May 2013

MARKETING INTERN, SCHOOL FOR LIFE FOUNDATION

School for Life is a Sydney-based charity who launched their inaugural Melbourne fundraiser in May 2013, raising money to educate children in poverty-stricken Uganda. The Melbourne Fundraiser involved a cocktail event and silent auction hosted by comedienne Julia Morris.

HIGHLIGHTS

- Acquired sponsorships, advertising and ticket sales to raise funds for sustainable agriculture and primary schooling in Uganda
- Created successful social media content, marketing campaigns and composed press releases for the sold-out cocktail fundraiser
- Appraised and co-ordinated budgets
- Established networks and contacts in mass-marketing distribution channels

OTHER SOFTWARE & PLATFORM EXPERIENCE

- Google Analytics
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe XD
- Squarespace
- HubSpot
- Mailchimp / SendGrid
- Buffer
- Hootsuite
- SketchUp
- Google AdWords
- Adobe InDesign
- Adobe Lightroom
- Adobe Rush
- Shopify
- WordPress/WooCommerce
- Office 365 / SharePoint
- FlipHTML5
- Loomly
- PowToon Animation
- Meta for Business