Rebecca Bolton
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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 **SEO Specialist & Translator**
Freelance

- Conducting keyword research, competitor analysis and international search research using tools such as SEMrush and Ahrefs to identify content opportunities and support SEO strategies.
- Writing, editing and refining marketing and website content for international clients across the fashion, beauty, travel and lifestyle sectors, including brands such as Zara and Dolce & Gabbana.
- Creating engaging, brand-aligned product descriptions and e-commerce copy, ensuring consistency in tone of voice, style and messaging across digital channels.
- Writing customer-facing newsletters, promotional emails and direct email marketing content for Banhus and Ancoats Soap Company, supporting product launches, brand awareness and customer engagement.
- Developing and refining website copy, brand storytelling, product descriptions and social media content for Banhus, maintaining a distinctive and consistent brand identity.
- Translating and adapting marketing, commercial and editorial content from French, Italian, German and Spanish into English, with particular attention to cultural nuance, terminology and target audience expectations.
- Reviewing, editing and proofreading marketing content to ensure linguistic accuracy, clarity, consistency and adherence to client style guides and brand guidelines.
- Adapting the tone, style and messaging of content to suit different international audiences while preserving the original brand voice and creative intent.
- Writing and optimising website copy, including landing pages, product descriptions and editorial content, balancing engaging brand communication with SEO considerations.
- Conducting multilingual research to support the accurate adaptation of content for different countries, markets and cultural contexts.
- Collaborating with international agencies and project managers, responding to editorial feedback and managing multiple assignments with changing priorities and tight deadlines.
- Using specialist translation and localisation tools, including Trados, Phrase and memoQ, to manage multilingual content efficiently and maintain consistency across projects.

March 2016-October 2016 SEO Analyst
iProspect

- Assisted with the on-going management of SEO accounts including LV = Liverpool Victoria, Essentra and Post Office.
- Performed SEO tasks 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.
- Gathered and analysed data from SEO tools such as Screaming Frog, Ahrefs, Semrush, Google Search Console and Google Analytics.

October 2015-December 2015 Marketing Intern
Emerging China Medical - Shanghai

- Wrote content for the company WordPress website, press releases and social media.
- Performed competitor analysis and market research of the Chinese market.