



BECCA GEDEN

PHOTOGRAPHY - DIGITAL MARKETING - WEB DESIGN

ABOUT

I am a freelance photographer, digital marketer & web designer currently finishing a Masters in Fashion Photography at UAL. My photographic work has led to jobs with sustainable clothing brands, upcoming bands, indie film productions, top tourism destinations and charities. I also do video work and directed a successful series of interviews with locals of a top tourist town that has reached 1 million people. I'm currently completing my second Masters at UAL in Fashion Photography. In 2019, I received a 1:1 in my Masters of Science in Coaching at UCC and my Undergraduate degree was in English and Art History. My passion for understanding people, behaviours & trends informs my approach and combining that with my visual and storytelling skills has been very useful in my marketing work. I have increased clients' followers by 380% in only 3 months and have created and maintained high performing websites that receive up to 1 million views a year. I have strong people skills and a warm, enthusiastic and energetic demeanour. I'm seeking an opportunity to work with people in a creative capacity where I can develop my skills.

PROFESSIONAL EXPERIENCE

PHOTOGRAPHY, DIGITAL MARKETING & WEB MAINTENANCE

Self-employed | August 2020 - Present

- Created photographic work that has been used in the national press as well as on clients' websites and social media platforms.
- Directed and edited video interviews that have reached approximately 1,000,000 people and gained great recognition.
- Led a digital marketing campaign that increased client's conversions by 400%.
- Increased weekly pageviews on brand's website to over 37,000 (their highest ever), 33% more than previous top performance on already popular website.
- Increased client's web traffic by over 1,500% in under 3 months through using my SEO skills, creating content and using strategic advertising campaigns.
- Increased a client's social media following by 380%
- I have written blogs that have been some of my clients' biggest sources of traffic.

PROFESSIONAL SKILLS

Photography
Studio Experience
Full Adobe suite
Photo Editing
Social Media Strategy
Social Media Content Creation
Web Design & Maintenance
Web Content Development
Graphic Design
SEO and Google Analytics
Copywriting
Blogging
Project Management
Coaching
Group Facilitation & Coaching
Communications

ACHIEVEMENTS

3 Solo Photography
Exhibitions

President of UCC
Photography Society
2013/2014

Volunteered at a HIV clinic in
Kenya for 1 month.

QUALITIES

Creative
Hard-Working
Enthusiastic & Fun
Reliable & Professional
Analytical
Flexible
Collaborative
Fast Learner
Motivated
Warm and Considerate
Ideas Person

CONTACT

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SOCIAL

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WORK EXPERIENCE CONTINUED

WEB DESIGN, DIGITAL MARKETING & PHOTOGRAPHY
Cope Foundation, Creative Arts Department | August 2019 - August 2020

- Lead creative projects for Young people with learning disabilities
- Designed, created and maintained several websites for different branches of the company .
- Maintained various social media platforms.
- Created social media content.
- Photographed international events for diversity in the arts.
- Administrative duties including writing detailed reports.
- Wrote successful arts grants applications

WEB DESIGN, DIGITAL MARKETING, GRAPHIC DESIGN & PHOTOGRAPHY
Casa Mia Kitchens | August 2016 - August 2019

- Developed a social media strategy that increased the following of the company's social media profiles.
- Created and maintained several websites for different branches of the company ranging from mid range kitchen fit outs to building materials
- Photographed products and customers' completed kitchens.
- Created logos and all other brand materials.
- Videography including drone footage.
- Photo and video editing.

EDUCATION

LEVEL 8 MASTER OF ART, FASHION PHOTOGRAPHY
University Of The Arts London | 2022 - Ongoing

LEVEL 9 MASTER OF SCIENCE, PERSONAL & MANAGEMENT COACHING
University College Cork | 2017 - 2019
GRADE 1:1

LEVEL 8 BACHELOR OF ARTS, ENGLISH & ART HISTORY
University College Cork | 2011 - 2014
GRADE 2:1

LEVEL 7 NIGHT COURSE, NARRATIVE PHOTOGRAPHY
Crawford College of Art & Design - Munster Technological University | 2021
GRADE 1:1