

# Chloe Barker

## Junior Social Media Manager

Brighton, United Kingdom

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Media studies graduate from the University of Sussex with hands-on social media experience from a brand internship and personal content creation. Grew a personal TikTok account to 15,000 followers through consistent lifestyle content, and managed social channels for the university's student radio station. Skilled in content planning, video editing, and community engagement across Instagram, TikTok, and LinkedIn.

### Experience

#### Social Media Intern, Lucy & Yak, Brighton

Jun 2025 – Aug 2025

3-month summer internship at the sustainable fashion brand, supporting the social media team across Instagram, TikTok, and Pinterest.

- Created **42 pieces of content** over 12 weeks — including Reels, TikToks, and carousel posts — averaging 8,500 impressions each
- Wrote **all Instagram captions** for 3 product launches, contributing to a 14% increase in engagement rate during the internship period
- Managed the **TikTok content calendar** and scheduled 4 posts per week using Later, maintaining a consistent brand voice
- Filmed and edited **6 behind-the-scenes videos** at the Brighton warehouse — the top-performing one reached 124,000 views on TikTok

#### Retail Sales Assistant, Urban Outfitters, Brighton

Sep 2023 – May 2025

Part-time sales role during university, working 12–16 hours per week in a high-footfall store.

- Consistently achieved **top 3 in the team** for monthly add-on sales, averaging £1,200 in accessory upsells per month
- Helped style **2 in-store window displays** for seasonal campaigns based on visual merchandising guidelines

### Education

#### BA (Hons) in Media Studies, University of Sussex, Brighton

Sep 2022 – Jun 2025

Upper Second Class Honours (2:1). Programme covered media production, digital culture, audience research, and critical theory.

- Dissertation: **"How Gen Z Women Navigate Authenticity on TikTok: A Content Analysis of 200 Lifestyle Videos"** — coded 200 videos for authenticity markers and found staged content received 34% more engagement than unscripted posts
- Relevant modules: Digital Media Production, Social Media & Society, Visual Communication, Audience Research Methods, Brand Storytelling
- Awarded **Best Digital Portfolio** in the graduating cohort by the Department of Media, Film & Music

#### A-Levels in Media Studies (A\*), English Language (A), Sociology (B), BHASVIC, Brighton

Sep 2020 – Jun 2022

Achieved A\*AB. Media Studies coursework included a short film and promotional campaign that scored full marks.

### Skills

Content Creation (Reels, TikToks, Carousels) • Social Media Strategy & Calendar Planning • Video Editing (CapCut, Premiere Pro) • Graphic Design (Canva, Photoshop) • Copywriting & Caption Writing • Analytics (Instagram Insights, TikTok Analytics, Google Analytics) • Scheduling Tools (Later, Buffer, Hootsuite) • Community Management • Photography (iPhone & DSLR) • Trend Spotting & Cultural Awareness

### Certifications

#### Meta Social Media Marketing Professional Certificate, Meta (via Coursera)

Sep 2024 – Jan 2025

#### Google Analytics 4 Certification, Google Skillshop

Mar 2025 – Mar 2025

### Languages

English (native) • Spanish (GCSE level)

### Projects

#### Personal TikTok Account — @chloeinbrighton

Jun 2023

Built a lifestyle and Brighton-focused TikTok account from scratch, posting 3–4 times per week.

- Grew to **15,200 followers** and 1.8 million total views over 2 years with no paid promotion
- Top-performing video ("**5 cafes in Brighton you haven't tried**") reached 342,000 views and was shared by Visit Brighton's official account
- Maintained a **7.2% average engagement rate** — well above the platform average of 4.5% for accounts under 50K
- Collaborated with **3 local businesses** on gifted content partnerships

#### University Radio Falmer (URF) — Social Media Manager

Oct 2023 – May 2025

Managed Instagram and Twitter accounts for the University of Sussex student radio station.

- Grew Instagram following from **480 to 1,350** over 2 academic years through consistent posting and Stories content
- Created **weekly show promo graphics** in Canva for 8 regular shows, establishing a consistent visual identity
- Live-tweeted **12 special broadcasts** including freshers' week and the student elections, averaging 45 engagements per thread

## Extra Curricular Activity

### Sussex Students' Union — Media Committee Member

*Sep 2024 – Jun 2025*

Sat on the committee overseeing student media outlets including the newspaper, radio, and TV station.

- Helped allocate a **£6,000 annual budget** across 4 media outlets, reviewing funding applications and equipment requests
- Organised a **media skills day** with workshops on podcasting, photography, and video editing attended by 65 students

### Volunteer Content Creator — Brighton Food Bank

*Jun 2024 – Dec 2024*

Volunteered to create social media content for the local food bank's awareness campaigns.

- Produced **8 Instagram posts and 3 Reels** that collectively reached 12,400 people and helped recruit 14 new volunteers