

WHO ARE WE?

# Digital Creative by BCC



Passionate about sharing your story through social media, content creation, creative comms and PR



DIGITAL CREATIVE BY BCC

# Experience

## Digital marketer and content specialist

**Freelance Digital Marketer** – Digital Creative by BCC – 2021 – Current  
**Marketing & Communications Executive** – Integrated Care 24 (NHS Comms) – 2020 to September 2021

**PR & Social Account Manager** – Realia Marketing – 2019 – 2020

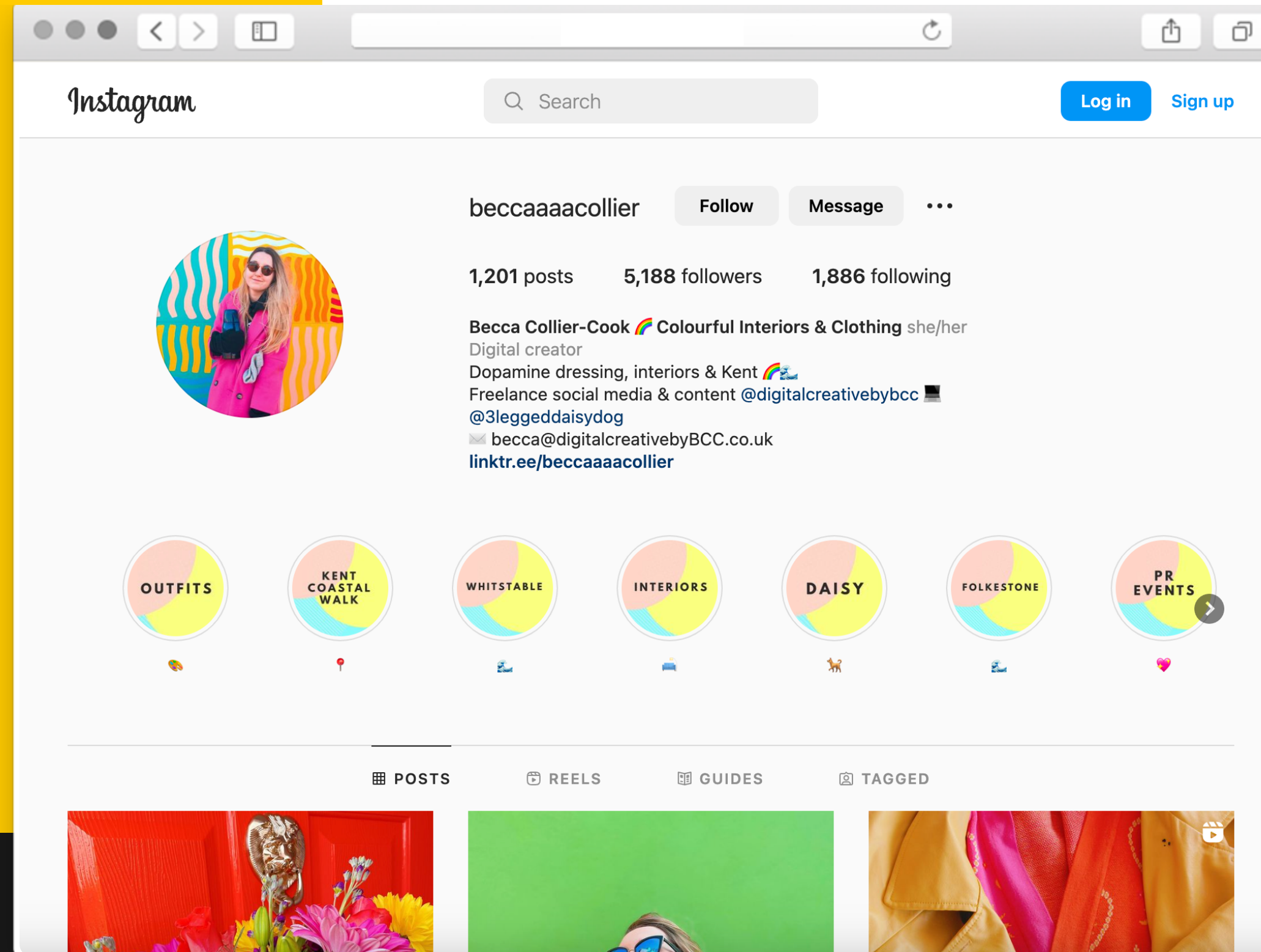
**Social Media & Marketing Assistant** – Girlings Solicitors – 2018 – 2019

**Director and Co-Founder** – The Clever Badger (e-Commerce website, sold to new buyers in 2017) – 2014 – 2017

**Creative Team Member (e-Commerce)** – Mims & Family / Howkapow 2016 – 2018

**Freelance Website & Marketing Assistant** – The Good Find – 2016

**Freelance Events Manager** – Depop – 2016



## Social media content creation work



- [Battle of Britain Memorial – TikTok](#)
- [Whitstable Holiday Homes – Reels](#)
- [Devitech – Instagram Reels](#)
- [Devitech – LinkedIn](#)
- [Battle of Britain Memorial – Instagram Reels](#)
- [Battle of Britain Memorial – Twitter](#)
- [Moley Official – Instagram Reels](#)
- [London Action Festival – Instagram Reels](#)
- [Indytute – Instagram Reels](#)
- [Indytute – TikTok](#)
- [Tamarisk Bazaar – Reel](#)
- [Digital Creative by BCC – Reels](#)
- [@beccaaaacollier – Reels](#)
- [@beccaaaacollier – TikTok](#)
- [IC24 – VIP Awards 2021](#)
- [IC24 – Reels](#)
- [Battle of Britain Memorial – All video content in 2022/2023](#)

## Social media campaigns



### Integrated Care – Following the footsteps of Captain Sir Tom Moore (in aid of NHS Charities Together)

**Coverage received:** Interview on BBC Radio Sussex, coverage in The Nursing Times and several other local Sussex newspapers.

**Money raised and total distance :** £1,800 and 2,203 collective miles

**Impressions:** 9,465

### Battle of Britain Memorial Crowdfunder – Save the National Memorial to the Few

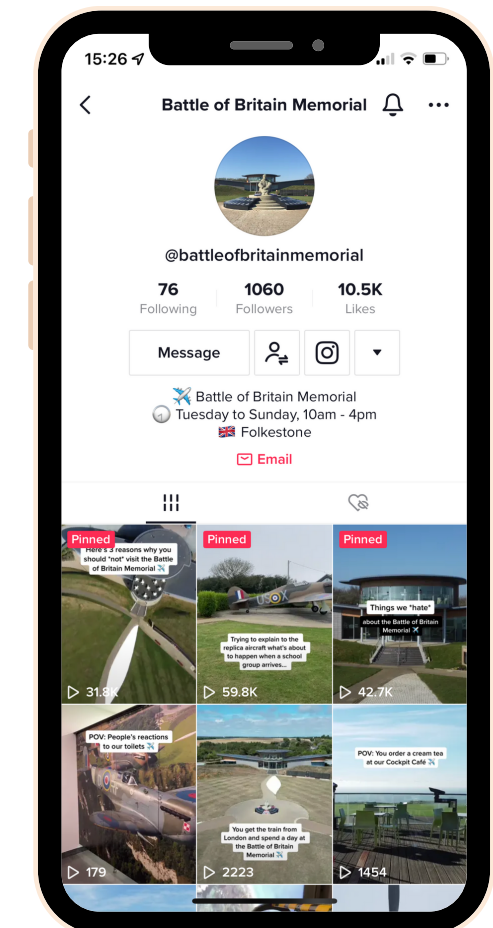
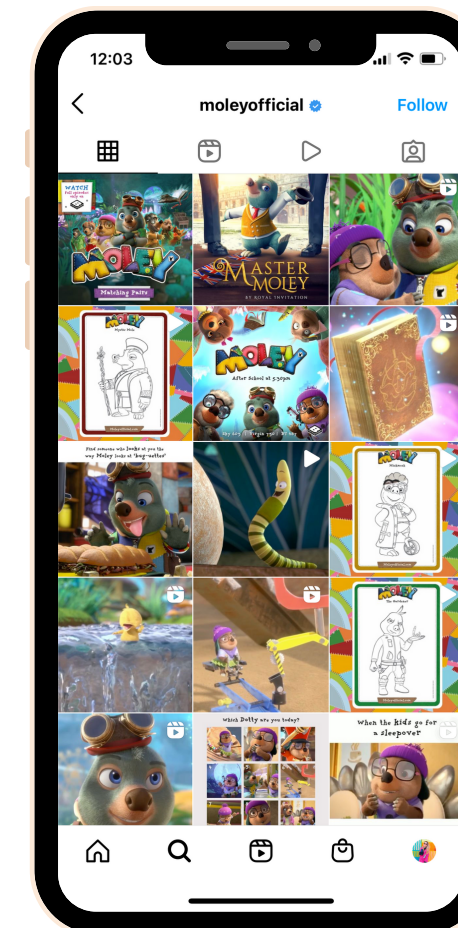
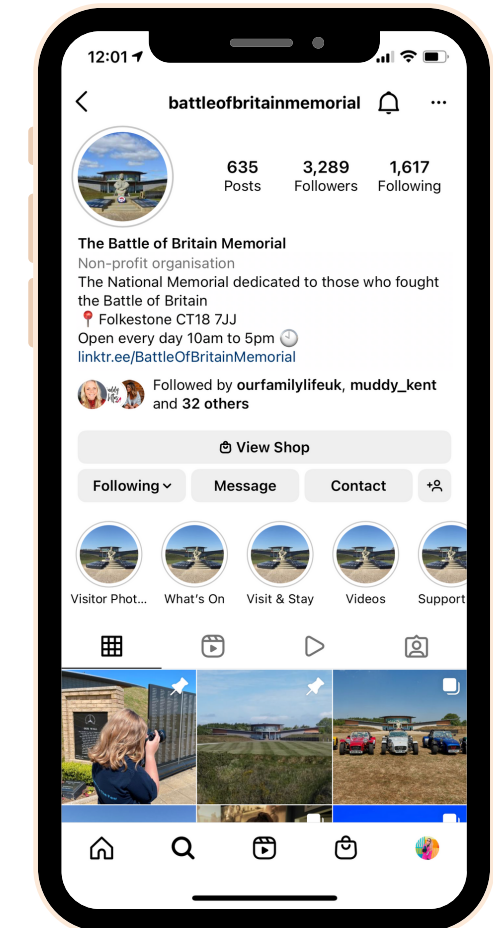
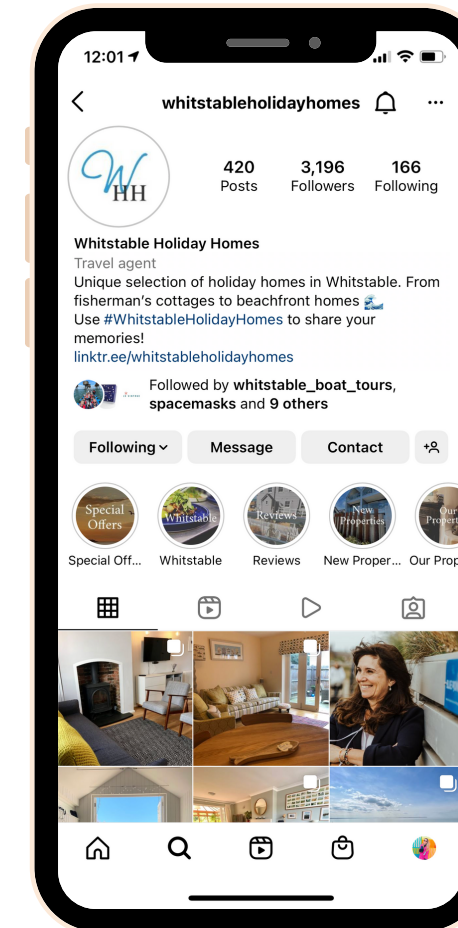
**Coverage:** iNews, Daily Express, Sunday Mirror and many local newspapers.

**Video views:** 732,876

**Money raised:** £80,000+ including Gift Aid and cheques

**Key people who supported the campaign with videos:** Pam St Clement, Sue Holderness and John 'Boycie' Challis

**Work carried out at a previous agency**



## Writing portfolio & examples →

### Blue Array:

- [How SEO can stop your website from killing the planet](#)
- [Blue Array bolsters client services with Head of Customer Success appointment](#)
- [Digital marketing hiring: SEO and digital PR professionals demand up to 20% salary rise](#)
- [Ping Identity appoints UK Blue Array for its global SEO strategy](#)
- [Blue Array to open Northern operation](#)

### The Indytute:

- [Spotlight On: Scrumptious Soho food tour](#)
- [Spotlight On: Canoeing through Little Venice](#)

### Letterbox Magazine:

- [March 2020](#)
- [May 2020](#)

### Integrated Care 24 (IC24):

- [Blog posts in 2021](#)
- [Case studies](#)
- [News articles in 2021](#)
- [NHS Birthday Q&A](#)
- [International Women's Day Q&A](#)
- [How creativity and hobbies can benefit your wellbeing](#)
- [Stress Awareness Month.](#)

Others on request

## PR cuttings and examples →

### Blue Array:

- [Prolific North](#)
- [Performance Marketing World](#)
- [Conference News](#)
- [Digital Marketing Briefing](#)
- [UK Tech Blog](#)
- [Insider Media \(multiple features\)](#)
- [Global Banking and Finance Review](#)

### Integrated Care 24 (IC24):

- [BBC Radio Sussex](#)
- [Nursing Times](#)
- [Sussex Express](#)
- [Shoreham Herald](#)
- [Health Tech Digital Magazine](#)
- [Ipswich Star](#)
- [East Anglian Daily Times](#)

### Devitech:

- [Electrical Times](#)
- [Electrical Contracting News \(P38\)](#)
- [Transport and Energy](#)
- [Birkenhead News](#)
- [Prolific North](#)

Others on request

## Influencer outreach work →

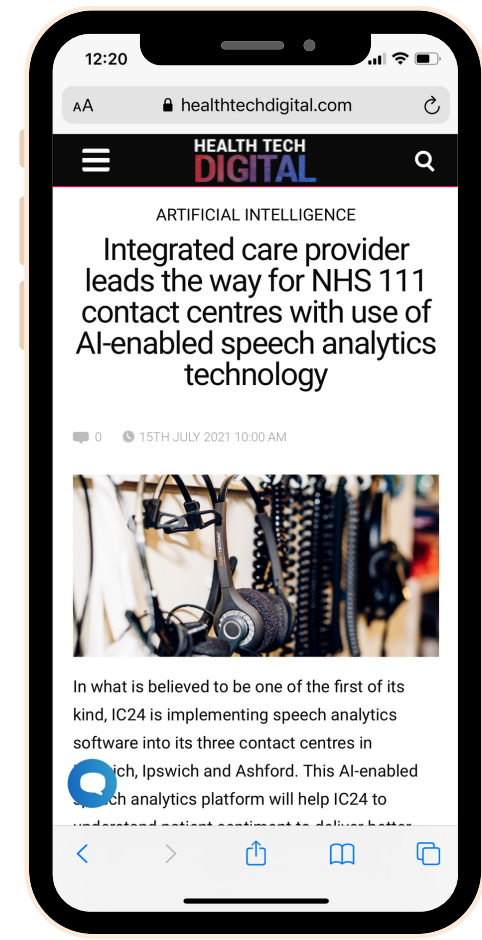
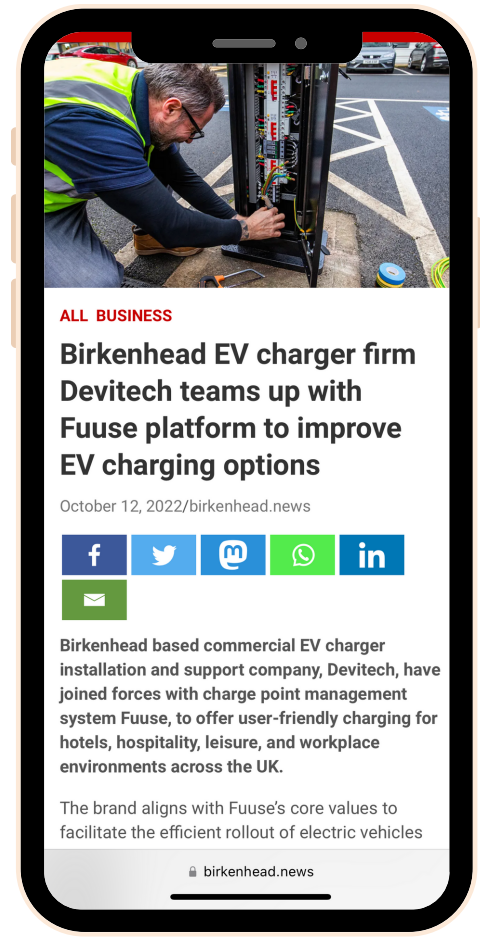
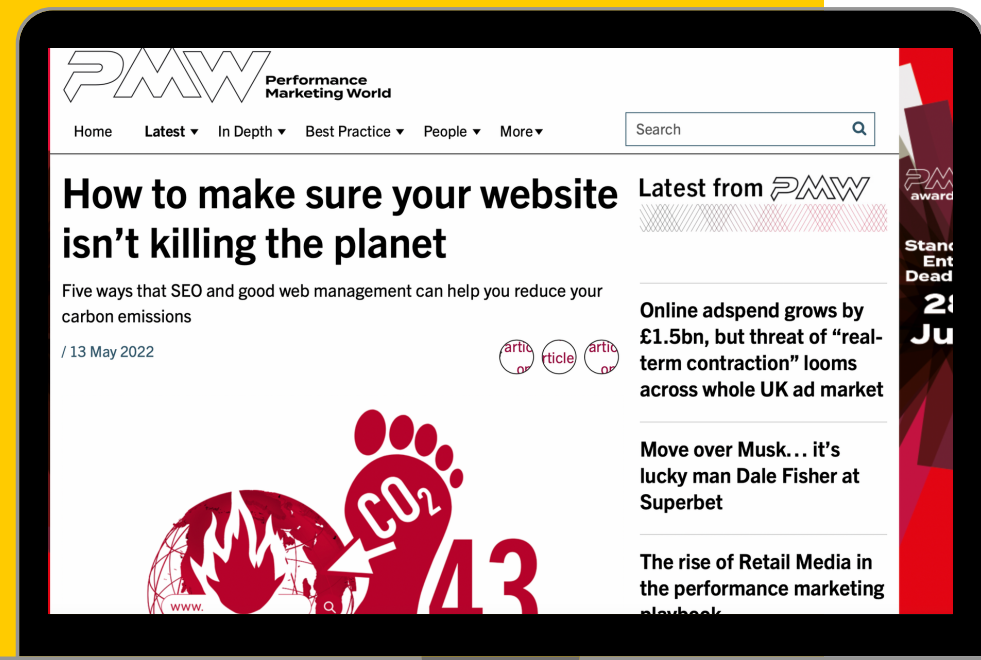
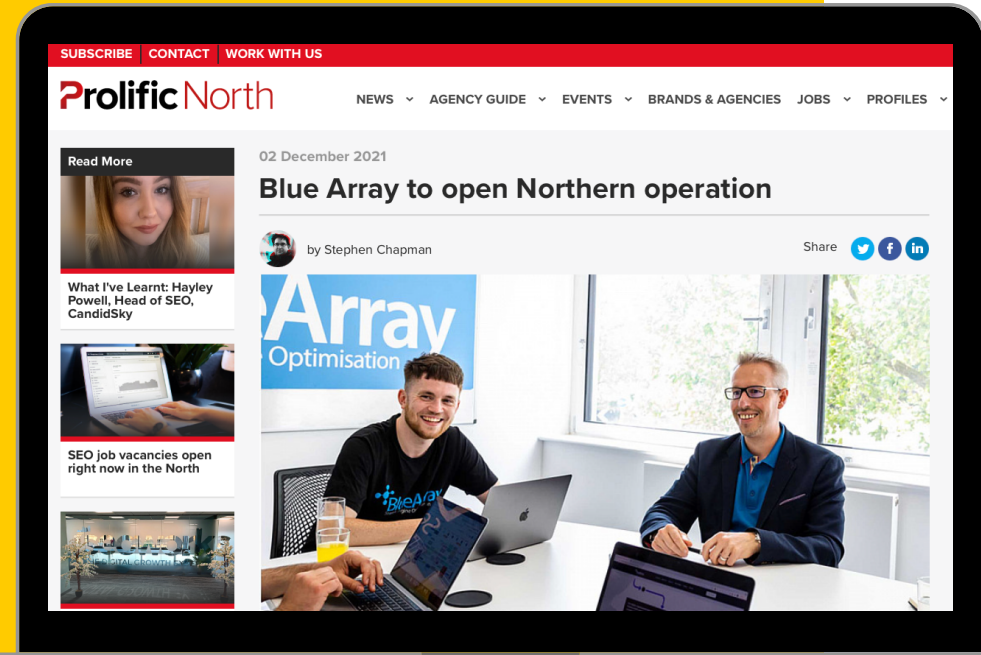
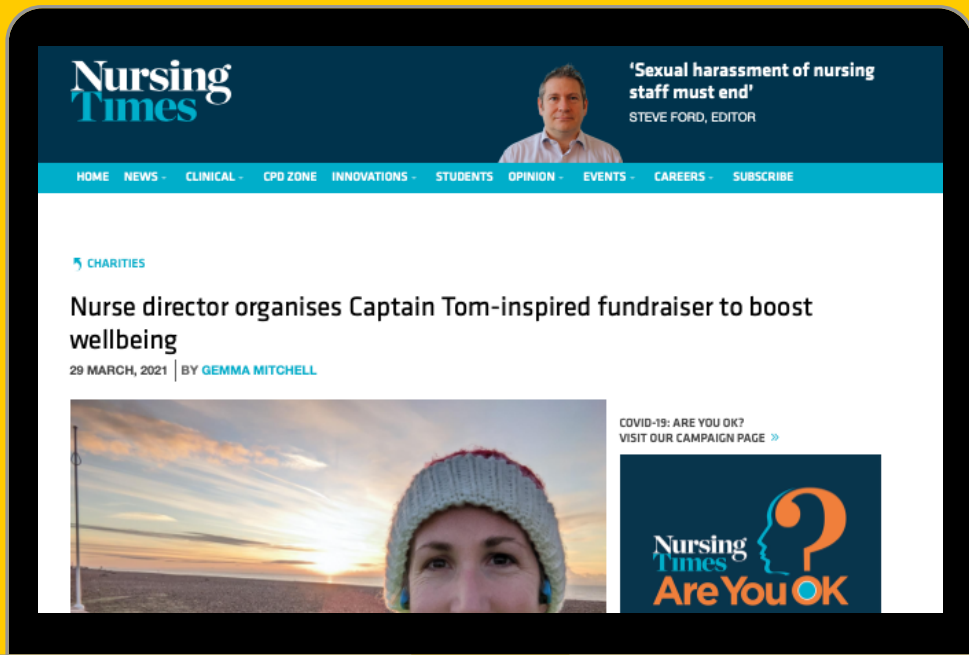
I also work on a range of paid and PR campaigns as a content creator outside of my work as a marketer:

I've worked with Bombay Sapphire, Method, The National Lottery, Macknade, Rimmel London, Gousto, Dreamland Margate, Happy Socks, Primark, Newgate London and Wagamamas. You can see more of my work on [my Instagram](#).

I've leveraged many contacts within the influencer industry and have used these contacts to secure influencer coverage for clients like the Battle of Britain Memorial and The Yay Makers.

### Influencer outreach and PR days:

- [Battle of Britain Memorial Influencer Day 2021](#)
- [Battle of Britain Memorial Influencer Day 2022](#)
- [The Yay Makers - Previous influencer outreach in 2022](#)
- [Indytute - Previous influencer outreach in 2021](#)
- [London Action Festival - Previous influencer outreach in 2022](#)



# Any questions?

Any queries? Please email  
**[becca@digitalcreativebyBCC.co.uk](mailto:becca@digitalcreativebyBCC.co.uk)**

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through social media, content  
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