Thomas Greene-Taylor

Marketing Communications with Digital Media graduate

Who am I?



I'm a Marketing Communications with Digital Media graduate from Bournemouth University, with a passion for creating engaging content and bringing ideas to life through digital media.

During my 11-month placement at Stanley Black & Decker, I gained hands-on experience producing digital learning content, editing videos and creating materials for different audiences. More recently, I gained experience with Global's Make Some Noise team, contributing to social media video editing and creative planning.

I'm now looking to build on these experiences in a role where I can combine creativity, communication and digital marketing to produce content that connects with audiences.

Professional Content Production



Creating content for real audiences
During my 11-month placement at Stanley Black & Decker, I worked on digital training materials for internal teams and external customers.

My responsibilities included creating digital learning courses, producing video and graphic content, and adapting materials for different audiences and international markets. I also produced weekly training completion reports and worked to briefs, deadlines and feedback.

This experience helped me understand how to turn information into accessible digital content, balance creative work with business objectives, and deliver consistently within a professional environment.



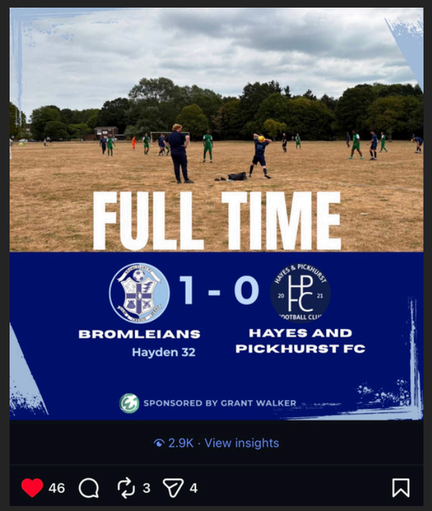
Social & Digital Content

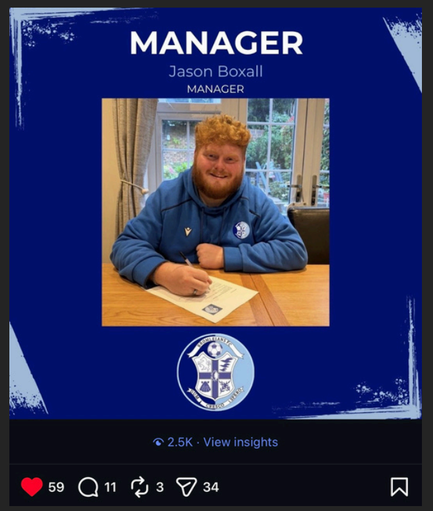
My experience with Global's Make Some Noise gave me the opportunity to see how creative ideas develop into social-first content.

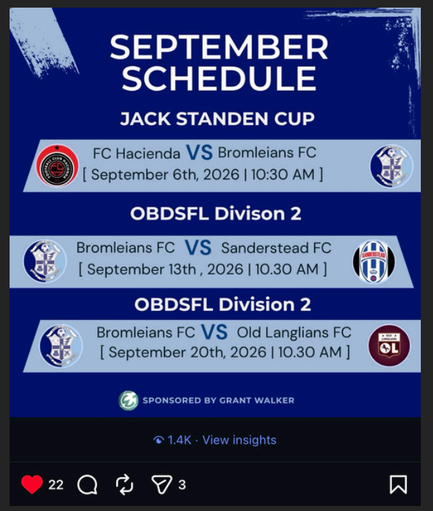
Working alongside the team, I edited social video content from Vicky Pattison's Make Some Noise challenge and took part in content planning and creative brainstorming sessions. I also gained insight into talent-led content production and the fast-paced environment behind digital campaigns.

The experience strengthened my interest in creating content that tells a story, feels relevant to its audience and works effectively across social platforms.

Design & Content Projects







Alongside my professional experience, I enjoy exploring ideas and developing content through independent projects.

Creating social media content for Bromleians FC has given me an opportunity to practise communicating information visually, developing content ideas and creating material for a specific audience.

These projects allow me to experiment with different formats, develop my creative approach and apply the skills I have gained through my degree and professional experience.

Creative Thinking & Skills

More than just making content

I'm interested in the thinking behind effective content: understanding the audience, developing the right idea and choosing the best format to communicate it.

My degree in Marketing Communications with Digital Media helped me develop an understanding of consumer behaviour, social media strategy and digital audiences. I enjoy combining this knowledge with practical production skills to create content that is both engaging and purposeful.

My key skills include:

- Video production: Editing long-form and short-form content.
- Content creation: Developing visual assets and adapting content for different platforms.
- Digital marketing: Understanding audiences, social media and communication objectives.
- Creative collaboration: Contributing ideas, responding to feedback and working to briefs.
- Reporting and organisation: Using Excel to track information and communicate results.

Contact me!

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