

## PROFILE

I am a marketing and brand strategist who has worked internationally for companies within already established markets, as well as start-ups entering new markets. I believe my achievements in previous roles can be credited to both my strong entrepreneurial spirit and drive to build new communities, educate consumers and ultimately identify like-minded people who embrace the brand.

## SKILLS & COMPETENCIES

- Leadership, People Development, Customer Experience Design, Digital Communications
- Networking, Negotiation, Business Development, Critical Thinking, Value Proposition Design
- Creative Direction, Copywriting, Photography, Video Editing, Graphic Design, Adobe Creative Suite

## WORK EXPERIENCE

**Sep 2019 – Jan 2020**

**Head of Marketing** - Rockstart | Amsterdam, The Netherlands

- Influenced decisions by providing a marketing perspective as a member of the Management Team
- Development of marketing as a support function to advance overall company value proposition
- Design and presentation of a new framework for marketing and brand strategy
- Alignment of the brand narrative and content ideation to create a wider communication strategy
- Authored content and coordinated media relations approach for both in-house and external parties

**Feb 2019 – Aug 2019 | Jun 2014 – Apr 2017**

**Senior Brand Manager / Manager, Customer Experience & Education** - Glendalough Distillery | USA / Europe

*2019*

- Returned to support Glendalough Distillery on an interim basis to strengthen and maintain customer satisfaction, brand development and event management during both distributor and staff transition

*2014 - 2017*

- Played an integral role in the distillery's success, which now exports to 40+ markets and is valued at €20M+
- Instrumental to the set-up of US and Irish markets, resulting in business growth of 300% per annum
- Management and negotiation of third-party activation, market development and distributor relationships
- Designed, developed and delivered educational and experience programmes for stakeholders and consumers
- Completed in-depth studies on both internal and external processes
- Research and analysis of new product development and consumer insights
- Successfully pioneered Glendalough's first National Sustainability Charter
- Represented as SME at trade/consumers fairs both at home and in export markets
- Project Management of promotional campaigns and product launches
- Administration and maintenance of website, email system and other I.T. services

**May 2017 – Jul 2018**

**Head of Marketing and Member Experience** - Entrepreneurial People Co-Working Hub | Lyon, France

- Achieved full capacity within year one, an increase of over 80%
- Responsible for overall marketing strategy and brand architecture, profit modelling and revenue forecasting
- Research, analysis and mapping of market, competitor and consumer insights
- Cultivated the E.P. community through VoC, people management, leadership and member retention
- Creative direction, both traditional and digital including; website redesign, copywriting, content development
- Conceptualised and designed coworking, conference and common areas
- Managed sourcing, negotiation and procurement of third-party service providers
- Achieved organic page one ranking on Google within two months of website relaunch
- Increased Instagram following organically by 388% over 4 months to 1000+ followers

## Jun 2013 – Jun 2014

### Market Advisor - Bord Bia (Irish Food Board) | New York, USA

- One of 20 applicants chosen for overseas assignments on behalf of Irish agri-food companies which included academic block release and professional skills training
- Study of emerging and potential strategic shifts in the global food industry with a strong focus on leadership themes in food and agribusiness
- Development of effective customer value propositions across a four-client portfolio
- Completed client-specific R&D assignments related to consumer and competitor sets
- Researched and provided insights on client route to market strategies
- Liaised with relevant distributors and importers to implement direct sales strategies
- Developed and managed client-specific brand activations to enhance consumer knowledge and experience
- Formulated and delivered training for key accounts across the portfolio

## Jun 2008 - Jun 2013

### Marketing & Brand Strategist - Freelance | Various Locations

- Strategic and creative direction for 40+ clients across multiple industries
- Development of brand stories and identity design, packaging design and brand asset management
- Production and facilitation of marketing/brand focused training workshops
- Streamlined client processes resulting in 20% efficiency gains
- Achieved 8% of national sales, National Student Broadband Initiative
- Customer relationship management and logistics for large-scale private and corporate events
- Design/video editing for print, digital and live events
- Web/social media development, content development, copywriting

## PROFESSIONAL EDUCATION

Professional Diploma	High Performance Sales & Business Development	UCD Michael Smurfit
Professional Diploma	Advanced Management Performance	UCD Michael Smurfit
Professional Diploma	Strategic Growth	UCD Michael Smurfit

## ACADEMIC EDUCATION

### MSc Business, Leadership & Management Practice

UCD Michael Smurfit Graduate Business School | Dublin, Ireland

### MSc International Marketing Practice

UCD Michael Smurfit / Bord Bia (Irish Food Board) | New York, USA / Dublin, Ireland

### BA Hons Communications and Public Relations

Institute of Technology | Carlow, Ireland

## ADDITIONAL INFORMATION

When not working, my loves are travelling (34 countries / 13 US States and counting), cooking, photography and Toto's Africa. From salmon fishing in the south of Ireland and diving in the Philippines; to eating snake in Taiwan, I've not only seen some weird and wonderful things, I've eaten them too!

Irish / EU Citizen, Irish Passport Holder | Native English Speaker | Full Irish / EU, B Category Driver's license