

Name

PERSONAL DETAILS

Telephone:

Nationality:

Email:

Date of Birth:

Address:

Driving Licence:

EDUCATION

Postgraduate Education

Sept 2000-Aug 2001

M.B.S. Masters of Marketing Management Degree.

Michael Smurfit Graduate School of Business, University College
Dublin, Blackrock, Co. Dublin.

Result: 2.1

Third level Education

1994 -1999

B.A. -Bachelor of Business Studies Degree

Institute of Technology, Tallaght, Dublin 24.

Result: 2.1

Secondary Education

1989 -1994

Leaving Certificate

Old Bawn School, Tallaght, Dublin 24.

Results: 410 points

PROFESSIONAL EXPERIENCE

March 07 – Present **Company Name**

Brand Manager

Responsibilities include:

- Management of ATL Budget for company brands
- Analysis of AC Nielsen/Irish Brewing Report/EPOS/Internal Sales Reports
- Develop & Implement Strategic Brand Plans
- Global Marketing & CRM Management of Stout products
- Management of Customer Marketing Manager and Merchandising Manager
- Ensure the effective implementation of BTL/CRM/Sales activity for brands in all regions.
- Management of all regional sponsorships, festivals and trade events.
- Preparation of Monthly Sales and Marketing report for distribution to Executive Team and On & Off Sales Team.

Apr 05 – Feb 07 **Company Name**

Customer Marketing Manager

Responsibilities include:

- To effectively project manage the promotional personnel agency contract and the merchandising service in the region.
- Management of BTL Budgets per Brand.
- Manage all permanent signage agreements in the region & identify new opportunities through trade development and customer relationships
- Manage local press relationships proactively availing of any PR opportunities
- Ensure effective liaison between the Marketing Department and the Regional Sales Team and to liaise with customers.
- Manage the Ale brand during its trial period in the region
- Develop and implement tailored trade & consumer promotional activity in line with brand plans.

Apr 02 – Mar 05 Company Name

Promotions & Sponsorship Manager Developing Brands

Responsibilities include:

- Management & Communication of Non-CSD Brands
- Strategic Planning & Management of all Trade Marketing, Below the line Marketing & POP in association with relevant agencies.
- Planning & Co-ordination involvement of certain precuts Above the Line Activity.
- Trade PR – In association with XXX & XXX PR agency.
- Channel Marketing Management – Supermarkets/Convenience/Licence/AFH/QSR channels.
- Sales Force Motivation & Management of Business Developers, BDM's and RM's.
- Project Management - Sole responsibility for management and activation of XXX (MIT) Market Impact Team project from Aug – Oct 2002. This involved achieving strategic objectives for XXX, managing a team of 10 personnel, gaining distribution and space within a two month period time and allocated budget.
- Financial Management – Responsibility for yearly DME and spend.
- Monthly Sales & Volume analysis and reporting – through basis internal system, company analysis reports, Canadean & AC Nielsen.

Sept 01 – Apr 02 Company Name

Promotions & Marketing Account Manager

Responsibilities include:

Primary role as account manager for the preparation, implementation and management of all promotion and marketing activity on behalf of various clients & brands. Covering design and preparation of promotional and marketing campaigns to actual implementation. Creation of new business through active marketing campaigns.

Sept 99 – Mar 01 Company name

Sales Promotions Team Leader: (Part-time during College)

Responsibilities include:

Responsible for 10 to 15 part-time promotional staff, sales and stock availability, presentation and implementation of promotions throughout Ireland, maximizing point of sale material, consultation and support with companies area managers and individual publicans, tabulation of results of individual promotions, report writing, ensuring maximum brand awareness and promotional effectiveness on behalf of Irish Distillers.

Feb 97 – Mar 01 Company Name

Consumer Demand Team: (Part-time during college year)

Responsibilities included:

Working within teams in the implementation of sales and promotional launches, i.e. Smurfit European Open, National Ploughing Championships and Slane Castle. Working as a team leader for promotional launches such as the two litre contour launch and Deep Riverock. This involved implementing on the ground promotional strategies, management of staff and reaching the strategic objectives of each particular brand, thus increasing volume sales and bringing the brand image forward.

STRENGTHS, ACHIEVEMENTS AND INTERESTS

- Enthusiasm, self-motivated, dedicated, leadership skills, Time management, enjoy working within teams, Sales and marketing skills, strong computer literacy, willing to learn, good listener, fair, honest, commitment to high standards, well developed presentation skills.

Achievements:

- School/College: Member of School debating team.
Class representative, Institute of Technology Tallaght
- Languages: French (basic)
- IT skills: Proficient computer skills. (MS Word, PowerPoint, Excel, SAP, Outlook Internet and e-mail and On-line databases.)

Interests:

- Business: Keen interest in business & motoring affairs, particularly Consumer Communication & E-commerce development.
- Sport: Play soccer. I am also keen on tennis, golf and swimming.
- Travel: Enjoy travel and have traveled extensively around Europe. I have also visited San Francisco, New York, Boston and Australia.
- Hobbies: Cinema, Socializing, Computers & Music.

References Available upon Request
