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PROFILE

I am a problem solver who likes to make life easier for others. Over the years I have also been able to adapt to many different roles as a manager and owner with increasing levels of responsibility. I value being part of a team which share the same goal. I have excellent communication and interpersonal skills and I can learn quickly and adapt to suit the needs of my colleagues and customers alike. When problem-solving I always try to keep the solution simple, this ability has allowed me to create products like Rodfendr.

KEY SKILLS

- Modern business revolves around IT and being comfortable with technology, being able to separate tasks is a great benefit when I'm working with different aspects of my business using multiple windows to coordinate web page, Facebook and interlinking pages from google docs with word and excel spreadsheets. Simultaneously posting to blogs and multiple social media sites to spread the word about new products.
- I have also become experienced with intellectual property – drafting and applying for patents and trade-marks – being awarded patent pending and receiving trademarks for Rodfendr, and other products I'm developing
- I studied business studies at I T Tralee and University of Limerick accounting and finance and law, thankfully I was able to rely on my skills throughout the recession to keep my family business Clash Plumbing and Heating Ltd. liquid. I had to exercise very tight cash flow management and keep a close eye on debtors and creditors to cover expenses in a shrinking market with shrinking margins.
- I have excellent organisational and problem-solving skills and I like to keep projects on target. I understand the need to be efficient and keep a project moving while issues are being dealt with. Life and business rarely take a straight line and I have learnt to adapt and move with the needs of each situation as it arises.
- I have had to develop new skills in the last 12 months, especially digital marketing, how to use Shopify and Facebook to promote my new product Rodfendr.
- I have successfully taken part in phases 1,2 and 3 of New Frontiers, an entrepreneur development programme at The Tom Crean Centre, Tralee. The New Frontiers programme along with the support of Enterprise Ireland and Kerry Local Enterprise Office have helped me to grow Alvention Ltd. and Rodfendr.
- While promoting my new product and business I have made a video and have now learned how to edit this video, how to add voice-overs' in different languages and how to add subtitles also in different languages.
- I have found Shopify instinctive and easy to link with Facebook, messenger, PayPal and YouTube. These tools are essential to any ecommerce undertaking. I have initially used these sites to direct traffic to Kickstarter which has helped me raise funds as well as marketing my product to potential customers.

CAREER HISTORY

Alvention Ltd., Owner

June 2017 to Present

- Finances I am directly responsible for the finances of Alvention Ltd.- as well as raising funds I am responsible for VAT, payroll, cash flow, debtors, creditors accounts payable and receivable and the preparation of the accounts for the accountants.

- I am the chief designer and inventor of Alvention Ltds products using design thinking and 3D printing to find solutions in the leisure and hobby sector. Our flagship product is Rodfendr which can be seen at www.rodfendr.com or on Facebook @Rodfendr.
- I am responsible for digital marketing and my campaigns have reached over 200K people with the video I created getting over 50k views and our Facebook page Rodfendr has over 800 members. Our webpage www.rodfendr.com is hosted on Shopify and this platform allows us to integrate our Facebook marketing and sales.
- I have also drafted and applied for patents and trademarks for Rodfendr and have received a granting of a full patent.

Clash Plumbing and Heating Ltd. part Owner

Nov 2012-Nov 2017

- I was responsible for VAT, payroll, cash flow, debtors, creditors, accounts payable and receivable and the preparation of the accounts for the accountants.
- I was also involved in the practical activities of plumbing and heating completing projects which ranged from single heating projects for one off homes to housing estates. Working with a team to meet the high level of craftsmanship our reputation deserved. Being one of the early adaptors in the renewable energy sector specialising in Heat pumps, ventilated heat recovery and solar energy.
- I had to implement extreme cashflow management throughout 2012 to 2017 the market and the margins were in decline at this time.
- It was vital that I maintained a good relationship with debtors, creditors and clients alike, it was a tough time and being flexible was important.

Jeremiah O'Shea and Sons Plumbing and Heating Ltd., part Owner

Jan 2001-Nov 2012

- I Joined my family plumbing business in January 2001, at the time the building trade was booming and my skills both as a plumber and as a business graduate were needed to deal with the high demand at the time
- As well as being involved in the practical day to day running of the business, I also had responsibility for VAT, payroll, cashflow, debtors, creditors accounts payable and receivable and the preparation of the accounts for the accountants.
- I have always been suited to the constant problem solving which is required in a busy plumbing business.

Ballylehaun Group Ltd., Accounts/Administration

2000-2001

Waters Munster Glass Ltd., Distribution Manager

1999-2000

Roadload Distribution Ltd., Assistant Distribution Manager

1995-1999

EDUCATION & TRAINING

University of limerick	Business Studies Degree	1992-1994
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IT Tralee	Advanced Business Studies	1990-1992
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CBS The Green Tralee	leaving Cert	1990
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IT SKILLS & LANGUAGES

- IT Skills: Microsoft Office: Word, Excel, PowerPoint, Outlook and Explorer, Chrome, Digital marketing: Shopify, Facebook, Instagram, Twitter, YouTube and LinkedIn. I am currently enrolled in the Code Institutes Full Stack Developer program at KETB.

INTERESTS

My main interests are fishing, surfing, swimming and Rugby. When I was 10, I started the Kingdom swimming club in Tralee, and I was club captain for 4 years before I had to leave Tralee for University. I am currently involved with Tralee RFC as a youths' officer and coach. I am creative, and I solve problems which has led to the development of Rodfendr, a fishing product, and I have several other products in the pipeline both in the hobby and leisure and the DIY verticals.