

Cian Ronayne



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PROFILE

Digital Marketing Executive with experience in the creation and management of digital marketing strategies and campaigns for Ireland's largest independently owned travel company.

With experience operating multiple digital channels for a range of leading Irish travel agencies; I help build successful digital marketing strategies that increase brand awareness, promote customer engagement and ultimately drive web traffic and conversions.

EDUCATION

2017 – 2020 | NATIONAL COLLEGE OF IRELAND | BA (Hons) Marketing Practice (2:1)

I have recently completed my degree in Marketing at National College of Ireland. My studies have given me an excellent base of knowledge in a variety of functional business areas such as Marketing Strategy, Project Management, Digital Marketing, Integrated Marketing Communications as well as practical projects in co-operation with real businesses and organisations.

2015 – 2017 | Dublin City University | BA International Relations (Up to second year)

2014 – 2015 | Killester College of Further Education | IT & eBusiness

PROFESSIONAL EXPERIENCE

Club Travel – HRG Ireland | Digital Marketing Executive | Oct 2018 - Present

- Update and maintain the various brand's websites on a weekly basis.
- Plan and implement "joint marketing" campaigns.
- Maintain various market research reports, drawing from multiple databases. As well as many reports on our own customer's interaction with the brands.
- Copywriting for various social media posts & blogs.

Tickets.ie | Data Entry Clerk | Sep 2018 – Sep 2018

- Created a user manual for potential clients, to teach them how to use Tickets.ie's online platform.
- Sourced relevant material and content from the platform for use in the manual.
- Edited screenshots of the platform using photoshop, preparing them for the manual.
- Created and maintained multiple spreadsheets to build a map of the platform, and to monitor the progress of the manual itself.

Two Men And A Truck Chicago | Mover | May 2018 – Aug 2018

- Moved furniture for customers, while providing a high level of customer service.
- Prepared each customer's house for a safe move, to ensure safety for all members is assured.
- Guided customers through paperwork, and informed them of our plan of action.
- Worked as part of a team to provide the best furniture moving service in Chicago, IL.

The Guinness Storehouse | Retail Assistant | May 2017 – Jun 2017

- Operated the tills in the very busy gift shop, while providing customer services to the storehouse's visitors.
- Provided information on the range of products, to the many customers.
- Replenished the store's shelves and displays at the end of each shift.

Søstrene Grene | Sales Assistant | Oct 2016 – Apr 2017

- Worked as part of a team to get the store ready for opening day, this required strong organisation skills.
- Maintained the appearance of the store and rotated stock regularly, all while helping customers on the shop floor.
- Operated the tills throughout each work day, providing excellent customer service.

INTERESTS



Rugby



Video Games



Running



Mindfulness



Web Development



Cooking

REFEREES AVAILABLE UPON REQUEST