

Dawn Manning

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PROFILE SUMMARY

Reliable and forward-thinking professional, with verifiable track record of accomplishing assigned duties by coordinating and building positive rapport with customers. Equipped with combined dynamic organisational skills and aptitude in multitasking, planning and team development.

CORE COMPETENCIES

- Leadership and Team Building
- Digital Marketing
- Public Relations
- Program Management
- Training and Motivation
- Customer Relations
- Community Development
- Staff Management
- Business Development
- Budget Control and Implementation
- Facilitation

EDUCATION & PROFESSIONAL DEVELOPMENT

Women in Business- County Enterprise Board	2018
University College Dublin	2016
<ul style="list-style-type: none">Post Graduate in Innovation, Entrepreneurship & Enterprise (NFQ Level 9) (Awarded the Marketing project for The Imperial Hotel) (Chosen to complete business proposal with inhouse and college team)	
Train The Trainer- (six week course) QQI Level 6 Skills acquired	2014
Cork Institute of Technology	2009 – 2010
<ul style="list-style-type: none">Higher Diploma in Public Relations	
University College Cork	2005 – 2008
<ul style="list-style-type: none">Youth and Community Work – Honours Degree (2H2)	
Visual Media, St. John's Central College, Cork	2004 – 2005
National University of Ireland	2000 – 2002
<ul style="list-style-type: none">Arts, Maynooth	

PROFESSIONAL EXPERIENCE

Marketing & Business Advisor.(Freelance)	Present
<ul style="list-style-type: none">I helped develop the business model canvas and looked at different routes to market for various local and online businesses.I helped develop social media campaignsI consulted on a rebrand and relaunch.	
Managing Director Pop & Rock Choir	Jan 2018 – Feb 2019
<ul style="list-style-type: none">Founded Pop & Rock Choir & SingArama. A popular music school expanded across Cork city and county, Tipperary and Naas.	

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- Set up and managed the online bookings and payment system. Insured priority was given to excellent Customer service.
- Managed daily and yearly accounts.
- Managed implementation of marketing and sales-based transaction systems within the business.
- Directed all aspects of business including business development, customer services and operations
- Created and managed weekly and yearly budgets and increased overall revenue by 80% over two years
- Managed 12 employees, holding weekly staff meetings and information sharing events.
- Managed the digital marketing and public relations with 90% of sales coming from social media platforms.
- Organised and managed our performances, recordings & 'PopStar' experience throughout the year

Managing Director

2015 – 2017

Drama Makes Sense

- Drama and film academy. Successfully transformed this business into Pop & Rock Choir in 2018 with a high transfer of students.
- Managed the student base both online and in class.
- Identified and implemented revenue and profit opportunities to enhance revenues
- Helped build and design sets for the productions.

Multicultural Worker - Internship

Jun 2014 – Mar 2015

West Cork Development Partnership

- Conducted quantitative research through questionnaires focusing on local and national issues affecting non-Irish nationals living in Ireland.
- Created 'Chatterbox' which addressed learning obstacles and created a new platform for people learn or improve English in a social setting.
- Chatterbox also created links between people of all nationalities and encouraged sharing of cultures.
- Self-advocacy was a vital part of the group initiative which looks at building a network of support and advice between peers.
- Created the first West Cork Multicultural four-day Festival in October 2014.
- Advocated and succeeded in bringing free legal aid for non-Irish nationals to West Cork. I built a sustainable Multicultural project that is continuing today.

Social Care Worker

Jan 2012 - Dec 2013

Positive Care Ireland

- Worked in Positive Care as a night sitter and relief 24 hour care worker for children with challenging behaviour in the care system.
- Responsible for providing children services and adoption case management.
- Provided for ongoing services in accordance with agency policies, procedures and acceptable social work practices
- Attended trainings to maintain current knowledge in therapeutic Crisis Intervention, Child protection and Children's First Practices.

Drama Instructor, Play Write & Director

Sept 2006 – Sept 2014

Brothers of Charity - Bandon, Co. Cork

(Bandon Centre for People with Intellectual Disabilities Rosmini Resource Centre)

- Created a group in the Rosmini Resource Centre. The main emphasis was improvisational drama.
- Wrote and directed plays involving people with various disabilities from both the
- Upton and the Bandon resource centre for local, national and international festivals.
- Worked with the group in writing, stage and set design and costume design.
- Developed The Lee-Ross independent theatre production group which produced plays and events independently.
- Encouraged the group members towards advancing to studying theatre at college level

Creator & Director of Auction Website

Oct 2008 – Dec 2011

FireSale.ie

- Set up an online auction Website.
- Hosted the auctions on Facebook each week and managed the buyers and sellers.
- Continuously engaged with followers on Facebook and Twitter promoting the company and the weekly auctions.
- Nominated for a Net Visionary Award for the “Best Use of Social Media” by the Irish Internet Association in 2010.
- Attended numerous marketing and financial weekend courses on all sectors of business from marketing to Financial.
- Partook in the Entrepreneurial Show in Dublin hosted by The Sean Gallagher and Gavin Dunphy.

Drama Teacher.

May 2008 – Jan 2009

The Declan Wolfe Stage School, Turners Cross & Blarney, Cork

- Taught music & drama to children between the ages of 3 and 17
- Modified curriculum and created lesson plans to integrate students with special needs and differentiate instruction
- Developed age appropriate lesson plans and directed classroom instruction in all subject areas

Arts Facilitator

Nov 2007 – May 2008

Sisters of Charity, Cork

St. Vincent’s Centre for elderly People with Intellectual Disabilities

- Worked as an arts worker supporting elderly individuals with disabilities.
- Developed programmes of art therapy and drama therapy to draw out their creativity.
- Ran a variety of projects with the groups which included outings and activities.

Arts Facilitator

Oct 2006 – Nov 2007

The Foyer & VEC Development Programme for Homeless Young People - Blackpool, Cork

(Began on a voluntary basis as part of the Degree in 2nd Year and was hired to stay working through the summer and into 3rd Year. This position was funded by the VEC)

- Facilitated a creative media group through development sessions using modern mediums of the arts as forms of expression.
- Designed new programmes that would be of interest to young people, for example: computer game design project, poetry circles, art groups and a fashion design project.
- Worked in the Foyer and networked in with Cork Arts Link.
- Worked together to inspire the young people by showing them how local community artists operated.
- Designed a mural for the “Festival of the Bulls” exhibition.

Youth Worker / Drama Instructor

Sept 2005 – May 2006

Ogra Chorcaí Youth Group - Barrack Street, Cork

(Part of 1st Year Degree Programme)

- Taught the young people to use different forms of expression and communication to develop their interpersonal skills.
- Facilitated groups of young people and ran educationally based art developmental programmes.
- Worked in Ogra I helped to organise the Youth Group to attend and participate in Dáil Na nÓg.

REFERENCES

Available upon request