

DEIRDRE NORGROVE

• Marketing, Innovation and Technology Graduate •

ABOUT ME

Highly organised, outgoing and personable young adult with creative outlook on current business and marketing practices. Exceptional interpersonal skills and a solution focused team player. Successful at multitasking while remaining professional and thrives in fast-paced environments. An independent self-starter who has spent a significant period of time working in different cities across the US; New York, Chicago & Maryland.

EDUCATION

Dublin City University 2015-2019
BSc. in Marketing, Innovation and Technology
(2nd Class Honors Grade 1 result)

Skerries Community College 2009-2015
Achieved 500 points in the Leaving Certificate Examination (High School Equivalent)

EXPERIENCE

Juara Skincare (New York, USA)

June 2020 - present

Social Media & Community Building Intern

- Grew the brand's Instagram account to surpass 10K followers through use of engaging stories.
- Production and generation of content to refresh the brand's various social media platforms.
- Providing recommendations to management for online marketing processes.
- Preparation and execution of the promotion for the brand's 'Wellness Webinars'.
- Influencer research, outreach and collaboration.

The Fighting 69th Irish Whiskey (New York, USA)

Jan 2020- June 2020

Brand Ambassador- Sales & Marketing Executive

- Secured 15 new accounts for the whiskey across Manhattan & Queens in my first month.
- Increased awareness of the brand through storytelling and customer relationship management.
- Project managed and hosted various events for accounts and key target market groups.
- Cooperated with the marketing team to produce advertising concepts for clients.

Sports Surgery Clinic (Dublin, Ireland)

Oct 2018- Jan 2020

Patient Services Coordinator

- Coordinated patient appointments with consultants in the clinic.
- Facilitated insurance claims and patient follow-up protocol.

Enterprise Ireland (Dublin, Ireland)

May 2017- May 2018

Global Sourcing Intern

- Revamped the department's WordPress site to give information regarding their annual event.
- Pioneered the first networking seminar held for our clients in preparation for the annual event.
- Created a Mailchimp survey to detect areas where the department could improve their client serving efforts.
- Volunteered to assist in projects across various departments in the organisation. For example, establishing a presence for Enterprise Ireland at Showcase 2018, for Irish consumer products with guest buyers from all over the world from Dubai to the American QVC team.

TELEPHONE

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