

DEIRDRE NORGROVE

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Currently working within the Sales and Marketing function of a new Irish Whiskey brand with a focus on the New York market. I am a highly organised and extremely personable young adult with creative outlook on current business and marketing practices. I have exceptional interpersonal and team building skills as well as a talent for quickly resolving issues with creative solutions. I have constant success multitasking while remaining professional and thrive in fast-paced environments. I am an independent self-starter who has spent several summers working in different states across the US (New York, Chicago, Maryland).

EDUCATION

DUBLIN CITY UNIVERSITY (2015-2019)

BSc in Marketing, Innovation and Technology (2nd Class Honors Grade 1)

SKERRIES COMMUNITY COLLEGE (2009-2015)

Achieved 500 points in the Leaving Certificate Examination

PROFESSIONAL EXPERIENCE

THE FIGHTING 69TH IRISH WHISKEY- ESPIRITUS

01/2020 to Present

Brand Advocacy Ambassador- Sales and Marketing Executive

The main objective of my role is to increase the awareness of a new brand in a highly competitive market category. I am responsible for managing multiple marketing processes required to promote a new brand. Account acquisition is a priority as the brand is new to market, so I regularly establish client relationships as well as maintaining current accounts. I educate staff in accounts that stock the brand and end consumers on the brand's story and key features. I co-ordinate and host various events, such as group networking functions and craft product fairs. I also seek out the sponsorship of various social groups (eg. Irish Americans) where I see a good brand-fit and potential to gain exposure among some of our key target markets. Additional responsibilities include reporting of KPIs with excel to monitor the stock and reporting these figures back to superiors on a weekly basis. Being part of a small team of only 4 ambassadors across the East Coast requires hard work in order to achieve individual, team and organisational targets. I make use of my communication and influential skills to upsell and cross sell products across the Espiritus liquor portfolio. I also assist the Social Media and Marketing team with content creation in market and help to improve the reach of the posts on all of the social media pages.

SPORTS SURGERY CLINIC

10/2018 to 01/2020

Patient Services Coordinator

My role in the Surgery involved dealing directly with patients, as well as internally, with the Surgery's consultants and secretaries. I regularly communicated with insurance companies in validating customer policies and queries. Attention to detail and professionalism was vital to maintain the private clinic's reputation and standard. I also offered assistance to other departments within the clinic when necessary which expanded my knowledge of the internal processes of the business.

ENTERPRISE IRELAND

06/2017 to 05/2018

Global Sourcing Intern

During my time with Enterprise Ireland I was supporting the Global Sourcing Team. As a member of this department I assisted Enterprise Ireland clients in fulfilling the needs of Multinational Corporations based in Ireland by establishing appropriate links and initiating introductions. I revamped the departments website using WordPress to update clients and give information regarding the annual Trade Mission event. I pioneered the first networking seminar event held for the clients in preparation for the department's annual event. I implemented a Mailchimp survey via email to detect areas where the department could improve client seminar and events. I also took the opportunity to get involved in different projects across various departments in the organisation, most notably the consumer products department, where I found my passion for working with Irish products on a local and multi-national level. I assisted in the Enterprise Ireland presence at Showcase 2018, a tradeshow for Irish products where hundreds of international buyers were in attendance.

CERTIFICATIONS

- BAR SMARTS SPIRITS & MIXOLOGY COURSE- Issued by Pernod Richard- May 2020
- DIPLOMA IN PROFESSIONAL COMPETENCE- Issued by Technological University Dublin- May 2020
- DIPLOMA IN DIGITAL MARKETING- Issued by Shaw Academy- November 2017
- DIGITAL MARKETING ONLINE- Issued by Google Digital Garage- October 2016