



## Katie O'Donnell

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## Personal Profile

Marketing professional making a change into Software Development. I have just completed a Diploma in Software Development with Code Institute.

The combination of my creative marketing background and problem solving and analytical skills fostered through my Diploma in Software Development equips me with a unique skillset and knowledge base - something which is valuable to today's consumer and technology driven world.

I am looking to work with innovative people and technologies, where I can apply my understanding of consumer behaviour and software development by developing seamless user experiences and beautiful designs.

## Professional Experience

**Full Stack Software Developer** – Code Institute, Dublin: September- December 2018

As part of this course, I have learned the following languages, libraries, tools and frameworks: **HTML, CSS, JavaScript, JQuery, TypeScript, Angular, Python, SQL, MongoDB, D3, Flask, Django, Heroku, Git and Bash.**

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**Digital Marketing** – Edward Dillon & Co Ltd: July 2016 – July 2018

- **Social Media Management:** Management of Ireland's social media channels for Veuve Clicquot, Moët & Chandon and Belvedere Vodka across Facebook, Twitter and Instagram.
  - **Creating, planning, scheduling, and analysing social content.**
  - Managing **competition and event campaigns on social media channels.**
  - **Present monthly reports** on social media performance to the Management.
  - Management of the **social media budget**, allocating spend across the different social media channels between brands, working towards **specific KPIs.**
  - Internal and external communications: **Design and creation** of marketing communication materials using Publisher and PowerPoint.
  - **Events (Electric Picnic; Longitude and Body & Soul):** Managing social media campaigns around events as well as managing the delivery of festival support items for such events.
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*While studying a part-time Masters in Global Marketing, I also worked as a Legal Secretary, as outlined below (2013 – 2016).*

**Legal Secretary** – Arthur Cox: August 2015 – July 2016

**Legal Secretary** - Simmons & Simmons Middle East LLP: March 2013 – March 2015

From my time as a Legal Secretary I gained valuable organisational, technology, attention to detail, time management and multi-tasking skills.

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**Corporate Sales and Marketing Executive** - Mercure Centre Hotel, Abu Dhabi, UAE: May 2012 – March 2013

Roles and responsibilities included:

- Meeting monthly sales targets;
- Monitoring the market and identifying opportunities and threats to ensure we maintained our current clients as well as attained new ones at every opportunity;
- Negotiating rates and closing deals;
- Drafting and making offers; and
- Building and maintaining relationships and attending social networking events at every opportunity.

### Education

1. **Diploma in Software Development** – Code Institute: Grade TBC (2018)
2. **Professional Diploma in Digital Marketing** – The Digital Marketing Institute: *First Class Honours*. (2017)
3. **Master's Degree, Global Marketing** – University of Liverpool: *First Class Honours (class rank: 1st)*. (2013-2016)
4. **Bachelor of Commerce Degree** - National University of Ireland, Galway: *Second Class Honours*. (2008-2011)

### Skills and Achievements:

- Ranking first in my class for my Masters in Global Marketing;
- Weekly volunteer work with Friends of the Elderly;
- Member of the Pieta House 'Mind Ur Buddy' Programme;
- Managed and was responsible for significant increases in reach and engagement rates across all brand social media pages.