



Executive Summary

A 23 year old marketing graduate based in Ireland with a vast knowledge of current marketing trends. Proven success in creating relevant content that grabs peoples attention. Knowledge of SEO, content marketing, blogging, social media management and email marketing. I have excellent organisational skills with expertise in handling multiple projects effectively on a deadline. Strong interpersonal skills from extensive experience in the customer service industry.

Skills and Expertise

Social Media Marketing
Proficient in CRM and CMS tools
SEO skills
Data analysis and interpretation
Fluent Copywriter
CSS, HTML and Javascript
Pro efficient in Microsoft applications

Contact Me

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Katie Doherty

MARKETING GRADUATE

Work Experience

MARKETING ASSISTANT

Youghal4all | February 2019 – May 2019

Youghal4all are a voluntary committee based in Youghal. They organise various events and festivals throughout the year to promote the town of Youghal as a tourist destination. My job was to help them promote the Saint Patrick's Day Parade and the Moby Dick Festival online and offline. This was mainly a digital marketing role and its here I found my passion for online marketing. I was in charge of all the promotion online for their events.

Duties And Tasks Completed

- I wrote all content for PR, website, social media and print media.
- I Managed their social media pages.
- I developed a website for the committee using WordPress.
- I applied my SEO skills for a better ranking on Googles Search Results.
- I designed all promotional material for the two events including posters, programme of events, social media posts etc.

CUSTOMER SERVICE JOBS

Centra, Hospital Co. Limerick | Till Operator
(2012 – 2015)

Reardons, Cork City | Bartender (2015 – 2016)

O' Hares Mace, Cork City | Deli Assistant (2016 – May 2020)

Schools Attended

CORK INSTITUTE OF TECHNOLOGY

Marketing (BBus Honours Degree) |
September 2016 – May 2020| I have recieved a 2:1 for each year attended.

MARKETING INSTITUTE OF IRELAND

I am part of the national marketing institution since June 2020

GOOGLE ANALYTICS ACADEMY

Completed a short course on how to read and implement data from Google Analytics

JOHN THE BAPTIST COMMUNITY SCHOOL

Leaving Certificate | September 2009 – June 2015 – Points: 365