###### About Me



GARY

HENNESSY

##### D I G I T A L M A R K E T I N G &

**C O M M U N I C A T I O N S M A N A G E R**



An experienced Marketing Manager and Digital Marketing Specialist with the ability to work equally well individually or as part of a team. I believe my core attributes that define me as an employee would be my enthusiasm, positivity and dedication to the task at hand.

I have a passion for marketing, as cliché as it may sound I enjoy what I do each and every day and welcome new challenges to better myself in this field each and every day. I have worked contract roles as well as full time roles throughout my career and this has honed my experience in a range of industries and also made me more efficient in carrying out different tasks concerning a company’s marketing activities.

I am a positive, energetic and well-rounded employee that brings both experience and an excellent attitude to work along with me. Please find enclosed a history of my employment along with some key notes on each position. Throughout my career to date,

I have demonstrated a keen ability to think both strategically and creatively and have keenly developed problem-solving capabilities. In all, I am a dynamic and motivated individual and I am confident that I have the skills and experience necessary to make this position a success.

###### Education

Knockbeg College, Carlow – Leaving Certificate •

Waterford IT - Level 8 2:1 Degree in Criminal Justice Studies. (2011- 2014) • Carlow IT - Masters in Digital Marketing(First Class Honours 1;1)

Currently undertaking a diploma in Public Relations with the Irish Institute of Public Relations ( Expected to finish,March 2021).

Throughout college I was Class Representative for all three College years, involved in public speaking on the college’s behalf and with campaign management for Students Union Elections. I also have a keen interest in charity events, fun runs and charity soccer games. I have also worked alongside the Irish Restaurant Association in delivering social media and communications presentations, showcasing the best use of social media for the hospitality industry and providing information and helpful insight into the practice and benefits of communication in hospitality.

### MY MISSION

#### To have fun in my journey through life and learn from my mistakes.

CONTACT

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# G A R Y

H E N N E S S Y

DIGITAL MARKETING &

COMMUNICATIONS MANAGER

MY PERSONAL BRAND

PRIMARY COLOR HEX; #7CC1C6

SECONDARY COLOUR HEX; #FFFFFF

The primary colour represents trust, dependability and strength - elements which I believe are all existent in my professional life. These elements are complemented with the addition of the secondary colour, chosen for it's simplicity and link to new beginnings.

PROFESSIONAL EXPERIENCE

###### Daffodil Care Group- Marketing Manager January 11th to date

The Daffodil Care Group is composed of Daffodil Care Services, Social Care Training Ireland and the Daffodil Foundation. My role within the company was to increase brand awareness among target audiences for both recruitment and also to increase booking for Social Care Training Ireland online.

Maintenance and updating of all company websites

Developing a tone of voice for communication internally, positioning all company initiatives, changes and news in a consistent tone aligning to our company culture. Management of social media platforms including content creation and delivery across socials for all companies.

Develop and deploy email marketing campaigns to increase online bookings for Social Care Training Ireland.

Business development for Social Care Training Ireland, developing relationships with those within our target audience with a view to increase bookings and customer loyalty.

Development of an online training platform for staff, allowing staff to complete mandatory training online, negating the need for travel and conference room bookings. Responsible for extending our employee benefits to include company wellness programme alongside additional benefits to attract and retain staff members.

###### Pittman Traffic & Safety, Athy, Kildare - Marketing Manager August 28th to December 4th

Responsible for the management of both IE and UK E-commerce platforms

Responsible for management of large Google AdWords Budgets and effective targeting through the platform

Ensuring brand consistency across all materials from print to social media

Responsible for the development and execution of digital marketing strategies • Ensuring content was created to showcase ongoing work and encourage online and offline conversions

Management of the marketing team to ensure performance of all team members Monthly reporting on analytics, revenue and KPI’s to measure online performance month to month

Point of contact for web developers and other partners ensuring concise and clear communication on large projects

Creation of digital brochures, leaflets and other materials to drive brand awareness, recall and recognition.

PROFESSIONAL EXPERIENCE

###### Daniel Whelan Engineering, Borris, Carlow - Marketing Manager March 2018 - August 2020

Responsible for overseeing all marketing efforts of Daniel Whelan Engineering Responsible for creation of marketing campaigns and gathering leads for sales agents Responsible for the development of a customer experience strategy to retain and attract customers to Daniel Whelan Engineering Works Ltd

Responsible for brand development, awareness and recognition for both online and offline channels • Responsible for the creation of all print materials for Daniel Whelan Engineering Works Ltd

Development of brand image and ensuring all marketing efforts hold a professional and consistent tone

Responsible for the successful launch of the Waste and Material handling division of Daniel Whelan Engineering •

Managing social platforms and implementing social campaigns to drive target audience to website through engaging and targeted social advertising across all platforms Maintaining and developing the companies organic Google Ranking through keyword research and implementation of a clearly defined content strategy

Managing sales pipeline from prospect to customer through self-developed CRM system to avoid larger costs of using third party software

Handling of all company materials and merch to ensure a consistent and professional company image and brand image at all times

Responsible for the management of key account, ensuring orders are taken on a daily/weekly basis and all information is readily available for clien

###### Generation Y, Rathmines, Dublin - Marketing Manager Contract role: December 2017 - March 2018

Responsible for dealing with multinational FMCG accounts and ensuring all marketing messages were consistent with brand image

Looked after key accounts organising events and promotions to increase sales and develop brand primarily in the Irish Youth Market

Responsible for carrying out market research regarding spending patterns, purchasing behaviour and online attitudes of the Irish youth and young professional market Ensuring all online promotions and events aligned with brand messaging

Responsible for providing costings and ROI documentation to clients prior to engaging in marketing activities.

Responsible for consulting clients on best marketing opportunities for their brands based on experience combined with in-depth market research

Responsible for developing sample marketing campaigns for both online and offline channels and presenting this to key clients

After I left the company I continued to work freelance, preparing brand positioning events for FMCG’s across Ireland.

## PROFESSIONAL EXPERIENCE

###### Glanbia, Kilkenny- Digital Content Executive Contract Role: May 2017 - December 2017

Responsible for the creation of content to promote products and encourage social sharing to increase company and brand positioning

Involved in the redevelopment of website – ensuring all product and blog content was accurate and targeted towards our target audience

Responsible for the delegation of work to interns and ensuring all work was completed as per strict deadlines to stay on course for project completion date

Responsible for ensuring all orders for online sales were processed and customers were informed of delivery of items

This was a contracted role, at the end of which I was offered a full time position. However, I refused in order to pursue experience in an FMCG marketplace.

## OTHER NOTABLE EMPLOYMENT

#### LOGIC DIGITAL - OWNER - SEPTEMBER 2016- JANURARY 2021

After completing my masters in Digital Marketing I launched Logic Digital, a marketing agency aimed at simplifying the world of digital marketing. Our brand promise was to simplify an industry that is ever changing and can seem complicated to those not working directly in the industry.

Logic Digital offered the following services; Web Design

Project Management Staff Training

Social Media Management Customer Experience Coaching

We won contracts, most notably with the Irish Restaurant Association, delivering social media and communications presentations, showcasing the best use of social media for the hospitality industry.

Logic Digital allowed me to sharpen my skills in relation to project management, account management and customer relations.