

# Mark O'Reilly

54 Long Meadows Apartments, Conyngham Road, Dublin

Mob: 087 114 1905 | mark@markoreilly.xyz | markoreilly.xyz

<https://www.linkedin.com/in/markoreilly2/> - <https://github.com/oreilm49>

## Web Developer

- Web developer able to build a Web presence from the ground up -- from concept, navigation, layout and programming to UX and SEO.
- Skilled at backend development in Nodejs and Python. Capable of creating intuitive single page user interfaces using Angular.
- Fast learner and a very hard worker.

## Technical Toolbox

- **Back End:** Nodejs & Express. Python: Flask, Django & scrapy.
- **Databases:** MongoDB, Firebase, MySQL, MS Access.
- **Front End:** Angular (2 - 6), jQuery, Javascript, Typescript, Bootstrap, Materialize.
- **Design:** Adobe Creative Cloud: Photoshop, InDesign, Illustrator

## Education

Bachelors Of Business Studies, Marketing Specialism, DCU, Ireland

Graduated 2014 with a 2.1 GPA

## Web Development Experience

### Whirlpool Admin App: Angular, Nodejs, MongoDB, Google Cloud Platform

I created an application to release a productivity bottleneck in my dayjob. It's an online portal that allows sales representatives to submit pricing queries for approval to the marketing team. The marketing team can approve, amend or decline pricing requests. The pre existing process involved the emailing and amending of a 4mb excel file for each pricing request.

<https://github.com/oreilm49/whirlpool-admin-app>

### Oversight: Python, MySQL, Nodejs, jQuery, Grid CSS, Chartjs

Another app developed to assist in my dayjob. This app enables me to carry out market research on competitor strategies by analysing and storing pricing information from all major Irish electrical retailer websites. The Python web scraper stores pricing data from the websites to a MySQL db. I created an algorithm in Nodejs to pull out the top 10 most competitive products within each price segment. This system scores product specs based on weights predefined in the algorithm. This analysis uses mapping tables which can be enlarged to create a rich dataset. The Nodejs API provides a UI for interacting with the database. This project transformed my benchmarking productivity.

<https://github.com/oreilm49/white-goods-scraper>

<https://github.com/oreilm49/price-analysis-app>

**Timer: Angular, Nodejs, MongoDB, Bootstrap, Firebase Auth, D3.js**

I created this application out of a suspicion that unproductive and unscheduled meetings were taking up too much of my time. As a big fan of Google Keep, I wanted a similar UI with the ability to record time spend on any given task, and then get back analysis on time spent per task or per group of tasks. Timer does just this in a single page web app design. D3.js is used to analyse the dataset and produce charts on the dashboard. Firebase auth is used to authenticate users through Gmail.

<https://github.com/oreilm49/timer>

**Car Kiosk: Nodejs, MongoDB, Materialize**

I created this project over a weekend to become more familiar with the Materialize front end framework. Designed to work with the Carzone API and run on a touchscreen kiosk in a used car dealership.

<https://github.com/oreilm49/carkiosk>

**Portfolio: Keystonejs, Nodejs, MongoDB, jQuery**

A portfolio website to showcase my personal projects and skillset.

[www.markoreilly.xyz](http://www.markoreilly.xyz)

## Professional Experience

**Category Manager - Whirlpool Ireland - Jan 2017 to present**

Category Manager for the laundry and cooking categories across all brands (Whirlpool, Hotpoint, Indesit). In my first year I was given responsibility to manage the brand team with two direct reports. I determine the price and ranging strategy for my categories and am responsible for the success or failure of any new product launches into the marketplace. I've used my programming knowledge to create tools to streamline processes and work more efficiently.

**Division Manager - KAL Group - July 2016 to Jan 2017**

Lead the digital signage arm of the business with one direct report. Created and implemented a business development strategy to grow the division from 100k sales to 750k in one year. Presented to clients of all sizes from Irish SME's to large multinationals. Created marketing content from website design to pitch decks and custom proposals to win new business. Brokered deals with software and hardware suppliers.

**BDM - KAL Group - May 2015 to July 2016**

Business development manager for the digital signage arm of the business. Created strategies to attract and retain new clients. Implemented new processes to streamline operational efficiency such as CRM, email marketing and marketing automation. Secured the largest deal in the division's history providing a digital signage network of 80 screens to the Web Summit in October 2015.

**Marketing Intern - KAL Group - July 2014 to May 2015**

Created marketing content for over 20 brands using the adobe creative suite. Maintained and updated a product information database. Liaised with factory based partners to source content for spec sheet and brochure designs. Executed the social media marketing strategy for the NordMende and Bauknecht brands.