PatrickFearon

I am an enthusiastic and capable communications expert with 4+ years of communications & digital marketing experience. I have a strong portfolio of demonstrable skills in content creation & marketing which I have applied to a range of business & educational projects.

# EDUCATION

Jan 2018 – July 2019 MSC Digital marketing – University of the West of Scotland

* Passed with Merit (68%).

Sep 2012 – June 2016 BA Interactive media arts – Ulster University

* Graduated First Class with Honours.
* Achieved highest overall grades 2015/16.

# experience

June 2019 - Present [**INSPIRING DIGITAL LEADERS PROGRAMME**](https://trcmedia.org/training/inspiring-digital-leaders/) – [BIMA (British Interactive Media Association)](https://www.bima.co.uk/)

* Inspiring Digital Leaders is a five-month programme for exceptional graduates, created by BIMA and TRC, and co-created by the five participating agencies. The programme involves training within different job disciplines within five of Scotlands leading digital agencies.
* Front-ENd Web Developer - [Screenmedia](https://www.screenmedia.co.uk/)
* UX Designer – [After Digital](https://afterdigital.co.uk/)
* Client Services – [Dog Digital](https://www.dogdigital.com/)
* Copywriter & Brand Strategist – [Front Page](http://www.frontpage.co.uk/)
* Digital MARKETer – [Equator](https://www.eqtr.com/)

Oct 2018 – Present Brand Owner – [Pug Care](https://pugcare.co.uk/)

* Managing brand site and social channels. Writing blogs and creating content.
* Managing community meetups and charity drives.
* Forming strategy for future brand growth and development.

Feb 2019 – May 2019 Social Media Assistant – University of the West of Scotland

* Content creation for UWS Skills & Careers social media channels.
* Graphic design, video production and editing. Writing clear, concise copy for event listings.
* Liaising with staff and students to gather interview quotes, content ideas and organize meetings.

Oct 2017 – May 2019 Digital Marketing Coordinator – BeYonde

* Created and managed two new brand websites.
* Reaching out to influencers, bloggers and general PR.
* SEO, Video Production, Social Media Management. Community management.

Jan 2017 – Jan 2018 Marketing Assistant – The Entertainment Guide

* Managing social media accounts, scheduling & creating content.
* Shooting & editing video for use in promos.
* Maintaining web presence, updating listings, sourcing & copywriting.

June 2016 – Oct 2016 Marketing & Media Assistant – Ed’s Bar & Grill

* Santander SME Graduate Internship.
* Taking & editing photographs/video for use on social channels.
* Creation of graphics, motion graphics, repurposing images.
* Managing and growing social channels of upwards of 100k followers, curating brand presence.

# AWARDS

May 2017 science shop digital media award – Ulster University

* Awarded for the client work our group undertook in 2016, designing an updated brand identity for the Northern Ireland Fishery Harbor Authority.

June 2016 Deans list 2015/16 – Ulster University

* Awarded in recognition of high academic achievement having achieved an average mark of at least 70% in all modules undertaken in the academic year.

June 2016 Ulster edge award – Ulster University

* Awarded in recognition of sustained commitment to enhanced personal growth.

May 2015 Best use of digital &/or social media – Belfast Telegraph Business Awards

* Awarded to the Ulster University Marketing team for the best use of digital and social media.

# qUALIFICATIONS

June/Aug 2019 GOOGLE ADS FUNDAMENTALS, SEARCH & DISPLAY CERTIFICATIONS – Google

June 2019 GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION (GAIQ) – Google

Nov 2018 Certified Digital Marketing Professional – Digital Marketing Institute

May 2017 inbound marketing certifcation – Hubspot

June 2016 DIPLOMA IN PROFESSIONAL practice (with commendation) – Ulster University

* Awarded for successfully completing a placement year in relevant employment, in addition to an academic assessment or project.

May 2014/16 ADOBE CERTIFIED ASSOCIATE – Adobe

* Adobe Photoshop, InDesign, Flash & Premiere Pro.