
Curriculum Vitae / Résumé

Personal Details:

Name:

E-mail:

Mobile:

Date of birth: 2nd October 1982

Accomplished public relations, marketing, events and multimedia professional with proven success in garnering desired results for clients, stakeholders and relevant third parties, whether corporate affiliates or existing/new demographics. Proficient in the development of campaign strategy, content, design, and the creation of relevant material for distribution, to relationship building with suppliers, third parties (journalists, stylists, editors and broadcast producers) that allows for coverage and/or project success. Event management, interpersonal skills, editorial and creative aptitude allow marketing, media & PR campaigns to be coordinated successfully from conception to completion.

Work Experience:

- January 2019 – Present: Communications & Influencing Officer, BCM, Belfast
 - Responsibility for internal & external communications for one of Northern Ireland's oldest charities, with 20+ social care projects and 250+ staff
 - Management, monitoring and maintaining of multiple social media channels and websites across various strands of the charity & business
 - Introduced a weekly (now monthly) video newsletter (recording, hosting and editing) during the pandemic providing updates on project activity
 - Produce, record, host and edit a monthly podcast ('Because Caring Matters') highlighting the work of our projects while discussing relevant topics affecting wider society with guests and third-party contribution
 - Event management, logistics, planning and coordination for multiple large- and small-scale events, occasions and media opportunities.
- Nov 2014 – Dec 2018: Account Manager, LK Communications, Belfast
 - Day to day planning, implementation and execution of client campaigns and projects across corporate, consumer, business, and leisure client base with full immersion in relevant media outlets (print, broadcast and digital)
 - Drafting, proofing, editing and approving of press releases, editorial, social media copy, internal and external communications and client liaison
 - Successful development of campaign or project strategy from creative input through creation of necessary collateral, including creative photography, corporate profiling imagery, and marketing material, to effective media relations or completion of event or project with desired or exceptional results with full transparency & liaison with clients/stakeholders
- July 2013 – Sept 2014: Multimedia & Comms Manager, Way Funky Co, Melbourne
 - Creation, distribution & management of media & awareness campaigns for rapidly expanding Australian apparel brands, Funky Trunks & Funkita
 - Responsible for provision of relevant material and messaging across traditional (print & broadcast) & digital/social media outlets
 - Cross promotion and third party relationship building, whether event sponsorship, giveaways, retail opportunities or product tie-ins
 - Organisation, model booking, fitting and coordination of photo shoots, whether on location, in studio or ad hoc with athletes or interviewees
 - Content supervision, editorial responsibility, copy writing, draft review and design supervisor for in-house tri-annual lifestyle publication, SwimStyle

- July 2012 – May 2013: Media Specialist, Buchan Consulting, Melbourne
 - Execution of multi-channelled media campaigns, communication strategies and social media initiatives for corporate client base
 - Developed and maintained ongoing relationships with external audiences (media, stakeholders etc) to convey the clients' messages
 - Identified media opportunities to ensure timely pitching and promotion of clients to key print, broadcast and online media outlets
 - Effective management of both short-term projects/proposals in addition to ongoing support and implementation of long-term media strategies
- January 2007 – Oct 2009: Account Manager: SRM / Fashion Week; Dublin, Ireland
 - Composition of press releases and distribution of imagery and information relating to the fashion and lifestyle clients represented by SRM
 - Primary contact for media enquiries and general information regarding the bi-annual Dublin Fashion Week event and all enquiries via websites
 - Management and organisation of all correspondence for agency events i.e. guestlists, invites, RSVPs, seating plans and media packs
 - Front of house/welcome for agency events including Dublin Fashion Week events, art exhibitions, independent catwalk shows & charity auctions etc
- June 2006 – Sept. 2006: Intern: MAO: Fashion PR, New York, USA.
 - Constant interaction with clients, designers, stylists, photographers and editors with an interest in the clients and event management of MAO PR
 - Organisation of press and backstage personnel at five runway shows during Olympus New York Fashion Week, September 2006

Most Recent Customer Service Experience

- April 2022 – Ongoing: Front of house: A Peculiar Tea fine dining restaurant, Belfast
- Sept 2021 – Ongoing: Chauffeur: David Andrews wedding cars/limousines, Belfast
- Oct 2018 – June 2022: Education Team: Castle Espie, Wildfowl & Wetlands Trust
- Dec 2011 – April 2012: Waiter: Posh Nosh Private Catering, Belfast
- Jan 2011 – Dec 2011: Supervisor: Carrigbush Hotel, Melbourne, Australia

Education:

2006 – 2007	<u>Fitzwilliam Institute, Dublin</u>	Event Management with PR
2001 – 2006	<u>Queen's University Belfast</u>	BSc. Geography
2004 – 2005	<u>Rocky Mountain College, MT, USA</u>	Business Administration

Interests:

- I enjoy traveling, reading, film, the theatre and music. I also enjoy playing badminton, walking, and practicing yoga in my spare time.

References:

