

# Kevin Lynott

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## EDUCATION

**Dublin Institute of Technology**  
*Bachelor of Science in Marketing*

**Dublin, Ireland**  
**May 2017**

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## EXPERIENCE

**Lansdowne Road and Niall's Irish Bar, New York, NY**  
*Bartender*

**September 2017- Present**

- Provided excellent customer service and a welcoming environment in order to increase customer lifetime value
- Advertised, marketed and recommended menu options to guests to increase guest satisfaction
- Handled and counted cash at the end of every night
- Created innovative craft cocktail menu and assisted in the development of food menus
- Mastered various point of sale systems

**Permanent tsb, Dublin, Ireland**  
*Customer Service Representative*

**September 2012 – September 2016**

- Handled and advised numerous customer queries and complaints regarding financial products such as credit cards, checking accounts and loans
- Liaised with various departments across the bank to provide solutions for customers
- Supervised teams of 20 employees to ensure quality control of call responses
- Mentored and trained new employees

*Product Management Intern*

- Conducted consumer research, internal and competitive analysis on checking, mortgage and credit card accounts
  - Created and developed presentations for meetings with C-suite level executives regarding current and prospective products
  - Completed user interface testing on new consumer banking website and app
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## FINAL YEAR MODULES

### Marketing Case

- Conducted analysis on numerous companies' marketing strategies
- Recommended marketing strategies going forward to maximise sales
- Performed analysis using Tableau and Google Analytics
- Managed Facebook, Twitter and Instagram account of a local business

### Finance Case

- Completed profit and loss and balance sheet analysis
- Executed financial forecasting across various industries
- Proposed decisions when presented with project and business investment opportunities

### Strategic Management Case

- Completed internal and external analysis on a range of companies in various industries
- Recommended future actions for businesses from case studies to maximise operations and profit
- Mastered various analysis techniques such as value chain analysis and Porter's Five Forces analysis

### Consumer Research

- Learned how to conduct various types of consumer research
  - Completed both qualitative and quantitative research on chosen and assigned topics
  - Presented findings to lecturer and a class of peers
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## EXTRACURRICULAR ACTIVITIES

- Member of local Gaelic Athletic Association (GAA) club, assisting with fundraising and other organizational operations
  - Played Irish sports and captained teams from youth to adult levels for local GAA club
  - Raised over €3,000 for Make-A-Wish Foundation by hosting a comedy night with friends during college
  - Ran several 5k charity runs with friends, raising close to €1,000 for the Irish Cancer Society
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## TECHNICAL SKILLS

- Microsoft Office Suite, customer service banking systems (TSYS, Unibanks), various Point-of-Sale systems