

Eileen Cooney

Marketing and Creative Project Director

New York, NY

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#readytowork

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Brand Foundations Consultant

Tech Startup - New York, NY

2019 to 2019

Directing senior team workshops to develop brand culture, style, messaging and leading branded content.

Senior Director

Creative & Marketing - New York, NY

2018 to 2019

Leading marketing operations and event/activation production, managing clients and guest experience, integrating communications for multiple projects across the United States. Clients included Shure, Jaunt, AT&T and an Inclusion & Diversity campaign for an American tech multinational.

Group Manager

Allen & Co - New York, NY

2018 to 2018

Leading PR content strategy and execution, steering brand identity, positive publicity, thought leadership and awards/panels. Clients included BBH, Translation and Forsman & Bodenfors.

Head of Campaigns Department

Marketing & Biz Dev for VFX - New York, NY

2015 to 2017

Founded a new directive in the Global VFX company to execute multimedia campaigns and expand company capabilities also launching Senior workshops and international exec presentations to build Frame store abilities awareness Globally.

Campaign Director

Framestore - London

2013 to 2014

Head of 360 global campaigns. Role included business development, creative, media, production, design management, PR, client relations and content for a division of clients.

Brand Development and Content Director

Gravity Road - London
2012 to 2013

Content and Strategy for HuffPost campaign: Brand development and content director of a stand-alone editorial page, running all social media and client communication for Gravity Road's Fashion Priest campaign; live coverage of Red Carpet events and Fashion Month to drive ideal target audience traffic.

YouTube Social Content & Experiential: Leading talent management and social media for the UK's first fashion and style YouTube channel. Producer of the official channel launch event in the Barnaby Estate.

Global Social Media Music Industry Consultant

U2 Principle Management - Dublin
2012 to 2012

Social strategy trends reporting and directive for during peacetime, product launch, live events.

Director of the Experiential Marketing Department

Translation Llc - New York, NY
2011 to 2012

Launched agency activation and experiential strategy development. Activation design, media engagement, proposals, feasibility research, direct client management, budget and timelines, location scouting and venue staffing, influencer and blogger outreach, brand alignment, on-site management, client, and media recaps. Clients included Coca-Cola, Anheuser Busch and Nets Basketball.

Director of Special Projects

American Ireland Fund - New York, NY
2011 to 2011

Live Auction and fund event management. Founding the Mets baseball team and AIF annual Irish Heritage Game alliance.

Co-founder and Director

Company Owner Priory Productions
2006 to 2010

of the theatre production company Priory Productions specializing in cultural gender-based themes. Head of operations, marketing and partnerships for international tours.

Education

Masters in Philosophy for Gender Studies Department

Trinity College Dublin - Dublin
2009 to 2010

BA Hons in Business

Portobello College - Dublin
2001 to 2004

Baccalaureate in International

Ecole Active Bilingue Jeannine Manuel - Paris, FR
1999 to 2000

Diploma in Italian and Cinematography

La Sorbonne - Paris, FR
2000

Skills

- Foreign culture and diaspora, excellent French (studied Cinematography at the Sorbonne Nouvelle University, Paris) and German (National Integration Course, Berlin) and has a knowledge of Italian and Irish. Multicultural living and working experience (Ireland, Italy, Austria, Belgium, France, USA, UK and Germany). Art experience includes performance, sculpting and painting.
- Events Management
- Talent Management
- Event Marketing
- Public Relations
- Presentation Skills
- Digital Marketing
- Performance Management
- Blogging
- Branding
- Business Development
- Recruiting
- Computer Networking
- Google Analytics
- Branding
- Business Development
- Google Analytics
- Strategic Planning
- Budgeting
- Computer Networking
- Recruiting
- WordPress