

Seamus Malone

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Cork

Adaptable to working in fast paced, competitive environments of diverse sizes and industries. Hardworking, driven individual, who always achieves the highest standard possible, with excellent communication skills. Confident and very enthusiastic individual who is always keen to learn and able to work effectively within a team and individually.

EDUCATION & PROFESSIONAL DEVELOPMENT

Certificate in Full Stack Software Development (Level 6)	Code Institute, Dublin	2021 - 2022
Postgraduate Diploma in Digital Marketing (Level 9)	Digital Marketing Institute, Dublin	2018 - 2019
Honors Degree in Business & Marketing (Level 8)	Institute of Technology Tralee	2012 - 2015
Photography Studies NFQ (Level 5)	St Johns Central College Cork	2002 - 2005

CAREER HISTORY

July 2025 – present	Laya Healthcare Insurance
	Business Development Specialist
Laya Healthcare Insurance is the second largest Health insurance company in Ireland	

- Process new business and retaining existing customers in a fast-paced working environment as part of an initiative-taking and hard-working team.
- Achieving daily and weekly sales targets maximizing sales volumes at the same time as satisfying customer's needs.
- Dealing with members telephone enquiries, evaluate situations and respond appropriately.
- Ensure that members payment methods are accurate, and all transactions recorded on individual or Group accounts to reflect billing changes.
- To sell laya healthcare products to individuals and groups and to ensure follow up action to each sale, in accordance with Sales Procedures.

April 2024 – June 2025	McCarthy Insurance Group, Macroom, Cork
	Business Development Specialist
MIG is one of Ireland's leading insurance brokers, operating in Ireland for over 70 years	

- Advising clients on the best personal lines products to suit their needs
- Processing new business, mid-term alterations, and renewal requests
- Maintaining a high standard of customer service
- Assisting clients through the claims process

November 2022 – December 2023	Clover Hill Food Ingredients, Millstreet, Cork (fixed contract)
	Sales and Marketing Coordinator

Clover Hill are a food wholesale company that specialises and produces for distribution bakery ingredients.

- Function as inhouse link between the business, customers, and the sales team CRM
- Co-ordinate and design seasonal brochures and other marketing material on daily basis
- Designing advertising material for print and online channels
- Co-ordinate product promotions with Customer Service, Sales and Technical Teams as well as sending email campaigns to customers regarding promotions and seasonal brochures.
- Manage online presence of Clover Hill and current product listings as well as fielding enquiries received in through website – social media and online shop
- Website maintenance including using digital marketing and SEO tactics to improve ranking
- Be instrumental in developing Clover Hill marketing strategy
- Preparation & Identification of product updates (incl co-ordinating photography) for the next version of the Clover Hill product brochure
- Assist Product & Concept Development Manager ahead of customer presentations/trade shows
- Co-ordinate product information guides (PIG) requests from Sales Team
- Updating and maintaining Key Customer Cost Files for Instore Finished Products
- Managing the business Price Book to ensure alignment with Key Customer Price Files
- Supporting the Commercial Manger in the administrative set up of cost files to process price changes and formalise the communication of same
- Working with the NPD Department to ensure all products required for In Store finished products are reflected in the Finished Product Cost File
- Following through with Product listings for Key Customer Groups which function aligns with Quality & Finance departments
- Supporting sales team with their daily admin requirements
- Point of contact with national retailers in relation to sourcing new codes/format presentations co-ordination and service levels queries
- Co-ordinate sample requests into the business and out to customers/reps and record

June 2020 – July 2022	Acravet Limited, Mallow, Cork
	Sales and Digital Marketing Executive

Acravet Limited Acravet was founded in 1987 and is a fully licensed veterinary wholesaler.

- Management of all online activities, website design, social media, and email marketing
- Using OpenCart platform and sage to update the website daily and manage customer accounts
- Management of Website layout and design constantly making it user friendly and changing design to suit to time of year
- Creating online promotion material, videos and graphics using Canva pro and photo software
- Developing an online/offline sales and marketing strategy
- Ensured website is optimized using Search Engine Optimization tactics
- Creating adverts using Facebook, LinkedIn, and Google, targeting existing and new customers
- Using Google analytics to monitor online behaviour and traffic
- Creating online campaigns with the objective of growing sales and keeping customers happy
- Developing relationships with existing customers and looking after their online/offline accounts
- Photographing existing and new products to display on product pages
- Creating weekly and monthly digital reports
- Selling the Acravet range of products to existing and new customers over the phone and by email daily
- Collaborating with suppliers on promoting their product range and building campaigns at various times of year to support their campaigns

September 2021– April 2022	Munster Tool Company, Mallow, Cork (fixed contract)
	Digital Marketing Manager

Established in 1980, Munster Tool Co supplies top quality automotive tools and garage equipment to the automotive agricultural, plant hire and HGV and allied industry.

- Management of all online channels, website design, social media, and email marketing
- Increased Facebook followers by over 500 in 3 months using engaging video/picture content
- Using WordPress on daily basis, ensuring all content was up to date, engaging and supported our Franchisees and customers' needs
- Ecommerce management ensuring all online channels were supporting our objectives
- Designing a website that is user friendly yet still achieving company goals
- Creating online promotion material, videos and graphics using Canva pro, Pixlr, Adobe Suite
- Developing an online sales and marketing strategy that mirrored our offline strategy and overall objectives
- Ensured website is optimized using Search Engine Optimization tactics
- Creating online campaigns and designing adverts on Facebook, Instagram, and Google ads, targeting customers with specific results in mind
Measuring those campaigns and continually changing and optimizing the ad until achieving the desired outcome for that campaign
- Using Google analytics to see how the website is performing but also to see how ad campaigns were progressing
- Growing sales and keeping customers engaged online was the no 1 priority
- Developing relationships with customers and looking after their online/offline accounts
- Photographing existing and new products to display on product pages
- Managing and creating budgets aligned with marketing plans
- Building reports to show performance on individual campaigns, overall online sales weekly, monthly, quarterly, yearly
- Help develop the Franchise Network and build over 150 leads through ad campaigns and email marketing
- Design customer brochures, leaflets, and pdfs for online and offline use

April 2018 – July 2019	Share a Dream NGO, Limerick, Limerick
	Sales and Product Marketing Executive

Share A Dream, founded in 1989 is a non-profit organisation based in Limerick that makes dreams for sick children. In that time over 25000 dreams have been made.

- Rolled out a Sales team successfully directly to cut costs with third party marketing company
- Marketing and selling product portfolio to support the accomplishment of several projects
- Independent research undertaken in finding alternative resources for long-term sustainability
- Route qualified opportunities through the sales pipeline for further development and closure to meet KPIs and achieve maximum individual performance as well as team performance

September 2015 – September 2016	Randles Hotel Group, Killarney, Kerry
Sales & Marketing Executive	
Randles Hotel Group is a family run business with two hotels, the Dromhall and Randles hotel and a bar, Kayne's bar, in business for the last 50 years in the heart of Killarney, under one hundred people are employed.	

- Achieved 98% occupancy for the Hotels using varies online and offline strategies from July – August
- Managed social media and grew followers on it by 1000% along with managing their website for SEO
- Used AdWords campaigns to be seen on google and created online packages for the different audiences
- Analyzing and evaluating traffic to the websites using Google Analytics
- Creating eye catching e-zines with promotions for different customer markets
- Assisting in channel management for the Dromhall and Randles Hotels
- Creating graphics using Pixlr and Canva to be displayed online and offline
- Developing and overseen marketing campaigns and evaluating results weekly
- Creating Marketing Plans for digital as well as advertising and online budget

Guesthouse Assistant Manager, Cois Coill Guest House	April 2009 – September 2015
Polling Clerk, Kerry County Council	June 2009 – March 2014
Sales, Bewley's Distribution Ltd, Killarney	October 2009 – March 2010
Sales Representative, Hertz Kerry Airport	June 2008 – October 2009
Field Sales Representative, Combined Insurance	June 2005 – May 2008

PERSONAL INTERESTS

I enjoy spending time with friends and family, keeping active, sport, photography and music are important too.

SOFTWARE SKILLS

Proficient in Word, Excel, PowerPoint, Pixlr, Canva Pro, Mail Chimp, Google Analytics, AdWords, Sage, Smartsheet, social media, OpenCart, WordPress, Photography, WooCommerce, Teams, CRM.

OTHER INFORMATION

Full Irish driving license