

## Seamus Malone

0870968901

[maloneseamus@yahoo.com](mailto:maloneseamus@yahoo.com)

Cork

Adaptable to working in fast paced, competitive environments of various 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

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

### CAREER HISTORY

<b>July 2022 – present</b>	<b>Viska Systems</b>
	<b>Digital Marketing Specialist (fixed contract)</b>
Viska Systems are an advanced automation experts based in North Cork	

- Content marketing: Copywrite content for our website, social media platforms and other marketing materials. Drive an exhaustive content agenda across 3 content lanes, Top-down thought-leadership, mid-level application content, and bottom-up user education content. Maintain the content roadmap and ensure quality of the content created.
- Product Marketing: Establish clever launch strategies leveraging various channels (i.e., LinkedIn, press releases, website, etc.) and various media (i.e., videos, webinar, written content).
- Brand Marketing: Elevate the Viska Systems' brand and ensure brand compliance across internal and external channels.
- Partner and event marketing: Drive the annual tradeshow agenda where Viska Systems is exhibiting alone or with business partners. In addition, you will develop engaging joint marketing events (online and offline) with our partners to maintain strong relationships and drive awareness of the Viska Systems' brand.
- Working on social media accounts for the company.
- Carrying out competitor analyses.
- Researching potential routes to new markets.
- Communicating with clients, or other departments within the organisation.
- Fulfilling other responsibilities and tasks on demand (e.g. administrative support).
- SEO and SEM marketing.
- Analytics of website, social media and over all online presence.
- Advertising on Google and social channel

<b>June 2020 – July 2022</b>	<b>Acravet Limited, Mallow, Cork</b>
	<b>Sales and Digital Marketing Executive</b>
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 behavior 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

<b>September 2021– April 2022</b>	<b>Munster Tool Company, Mallow, Cork</b>
	<b>Digital Marketing Manager</b>
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

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

<b>Oct 2016 – Dec 2016</b>	<b>Fexco, Killorglin</b>
	<b>Customer Service and Marketing (Fixed Contract)</b>
I was hired by La crème recruitment to work on a fixed term contract for Fexco, Ireland-based financial services and financial technology company founded in 1981 with 2500 employees worldwide. Customer solutions was the area I worked in for a range of well-known brands.	

- Marketing and selling product portfolio on top of managing customer's own accounts and day to day queries in a professional, timely, effective manner
- Focus on KPIs to achieve maximum individual performance as well as team performance
- Proactive approach to problem solving customer queries and liaising with different organizations on behalf of customer to achieve high satisfaction on behalf of customers.

<b>Sept 2015 – Sept 2016</b>	<b>Randles Hotel Group, Killarney</b>
	<b>Sales &amp; Marketing Executive</b>
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 100 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

<b>Guesthouse Assistant Manager, Cois Coill Guest House</b>	<b>April 2009 – Sep 2015</b>
<b>Polling Clerk, Kerry County Council</b>	<b>June 2009 – Mar 2014</b>
<b>Sales, Bewley's Distribution Ltd, Killarney</b>	<b>Oct 2009 – Mar 2010</b>
<b>Sales Representative, Hertz Kerry Airport</b>	<b>June 2008 – Oct 2009</b>
<b>Field Sales Representative, Combined Insurance</b>	<b>June 2005 – May 2008</b>

## 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.

## OTHER INFORMATION

Full Irish driving license