

Seamus Malone

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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

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

September 2021– present	Munster Tool Company, Mallow, Cork
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	
<ul style="list-style-type: none">• Management of all online channels, website design, social media, and email marketing• 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, LinkedIn, 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.• Design customer brochures, leaflets, and pdfs for online and offline use	

CAREER HISTORY

June 2020 – present	Acravet Limited, Mallow, Cork
Sales and Digital Marketing Executive	
Acravet Limited Acravet was founded in 1987 and is a fully licensed veterinary wholesaler	
<ul style="list-style-type: none">• 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 exiting 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
- Working with suppliers on promoting their product range and building campaigns at various times of year to support their campaigns

July 2019 – Sept 2019	Mobility Genie / Hotel Supplies Ireland, Tralee
	Marketing Specialist (Post Graduate Work Experience)
These two companies are two start-up businesses in Tralee, both in wholesale business, one sells medical supplies and the other sells Hotel supplies.	

- Conducted market research on consumer requirements, habits, and trends
- Created marketing plans and budget for digital and offline advertising
- Ensured website is optimized using Search Engine Optimization tactics
- Developed online and offline campaigns and strategies to ensure required sales are achieved
- Used google AdWords to create Ad campaigns in order be in position one in Google
- Manage social media accounts and make sure ads are optimized and run effectively
- Sales calls made regularly to existing and new customers to sell company's product range

April 2018 – July 2019	Share a Dream NGO, 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

Jan 2018 – March 2018	Cois Coill Guest House, Killarney (Fixed Contract)
	Guesthouse Marketing Executive
Cois Coill Bed & and Breakfast is a family run Bed & Breakfast in Killarney situated on the main Ring of Kerry route for the last 20 years. They provide medium priced accommodation to guests from all over the world.	

- Promoting and marketing the business on offline and online channels to increase bookings
- Develop marketing and revenue management strategies
- Planning and organizing accommodation ensuring high quality customer service is provided to guests
- Ensuring compliance with licensing laws, health & safety, and other statutory regulations

Oct 2016 – Dec 2016	Fexco, Killorglin
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Customer Service and Marketing (Fixed Contract)
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.

Sept 2015 – Sept 2016	Randles Hotel Group, Killarney
	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 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

Guesthouse Assistant Manager, Cois Coill Guest House	April 2009 – Sep 2015
Polling Clerk, Kerry County Council	June 2009 – Mar 2014
Sales, Bewley's Distribution Ltd, Killarney	Oct 2009 – Mar 2010
Sales Representative, Hertz Kerry Airport	June 2008 – Oct 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.

OTHER INFORMATION

Full Irish driving license

References available on request