

Shóna Collins

E-Commerce & Marketing Co-ordinator

✉ Shonacollins.graduate@gmail.com ☎ 7477 595 414 🌐 www.linkedin.com/in/shonacollins-graduate

Highly motivated, organised and enthusiastic individual who has grown a desire and passion for all things marketing. Attained a highly respected Commerce degree from UCC and a Diploma in Graphic Design with UCD. Eager to bring these skills to focus in my work and demonstrate my commitment to ongoing professional development and embracing new learning opportunities. Gained immeasurable experience over the years; thriving in collaborative environments, reliable, adaptable, exposing myself to different cultures and working under pressure.

- Proficient IT skills; Microsoft Suite, Adobe, Canva, IRP Commerce Certified
- Email Marketing
- Report building
- Time Management
- Resilience
- Branding & Graphic Design
- UX Design
- Ecommerce management
- Self-driven
- Sales
- Engagement
- Multi-tasking
- Problem-solving
- Social Media optimization
- Content Creation

Education

February 2024 - May 2024:

UCD Professional Academy - Diploma in Graphic Design

- Received a **Merit** in essential design skills using **Adobe software**; Illustrator, Photoshop and InDesign.
- Building a portfolio that is of industry standards, designing brand logos, advertisements, marketing materials and photo editing.

2019 – 2023: University College Cork

Bachelor of Commerce

- Received a 2:1 with a major in **Marketing** and minor in **Human Resource Management**.
- Awarded a 1:1 in **digital marketing, global brand strategy, marketing communications & consumer behaviour**.
- Gained invaluable **teamwork** and **organisational skills** as well as **resilience** from both group and individual projects such as;
 - Developing a 5-year business plan for Glanbia where I was responsible for the marketing and graphic design of the report.
 - The re-branding and internationalisation of a niche Irish food brand.
 - Development of a marketing strategy for the global brand Etsy.

Experience

E-Commerce & Marketing Co-ordinator

Brian James Menswear

Sep 2023 - Present

- Currently working alongside management and e-commerce consultants to **manage a new e-commerce platform** for the clothing business while supporting site developments imposed.
- **Optimizing marketing activities** to increase traffic to the new website such as improving current **social media** platforms, **customer engagement** tactics, **SEO/PPC** and **email marketing**.
- Managing **product content** and liaising with suppliers such as Tommy Hilfiger, Calvin Klein and Barbour for product and web optimization.
- **Visual merchandising** of the shop floor and management of stock levels.
- Meeting **sales targets** set by management by up-selling products to customers and maintaining stock flow.
- Developed a **marketing strategy** for the business to increase the AOV by 20%, increase the CR to over 2% and reduce the bounce rate on the site.

Waitress & Bartender
The Kerryman, Chicago, Illinois, USA

June & July 2023

- Gained exceptional **customer experience**, immersing myself in different cultures, adapting to alternate ways of working and **building a rapport** overseas.
- Showed **endurance** by memorising large quantities of product offerings, **increasing sales and meeting targets** by upselling while dealing with customers in a friendly and outgoing manner.

Human Resource Intern
Gas Networks Ireland

Mar - Aug 2022

- Member of the **Internal Communications & Engagement** Team, responsible for maintaining communication between the organisation and staff through staff newsletters and editing the internal website.
- Organised meetings such as Round Tables, Employee Forums and Quarterly Business Reviews. In doing this, a large scope of the business was received.
- Worked on the **Graduate Programme** for 2023 and collaborated with others to create an advert to be published. Time management for this was crucial.
- Worked alongside the **Employee Relations Manager**, receiving beneficial coaching on personal development.

Certifications & Achievements

Business:

- **Marketing manager** in secondary school Bank of Ireland team.
- Received **Unconscious Bias** training.
- White Belt in **Lean Six Sigma**.
- Certifications in **B2B Sales & Branding for Designers** with LinkedIn Learning.
- **IRP Certified** to monitor and manage an e-commerce site.
- **Hubspot certified** in Social Media Management.
- **Promoter** for Reboot Events, an Irish DJ music label well-known across Ireland.

Art & Design:

- Awarded with an **Excellence in Art and Painting**.
- Completed a **photography** course will in school.
- **Graphic Design** with the UCD Professional Academy.

Societies & committees:

- Member of the Commerce society, fashion society and Animal Welfare in UCC.
- Green School Committee
- Volunteer in local St. Vincent DePaul.
- Took part in 121 Digital, teaching adults the basic skills of technology on a 1-to-1 basis.
- Diversity & Inclusion committee within Gas Networks Ireland.
- Mental health training from Jim Breen, the founder of the I Am Here programme with the E&S Society at UCC.

References available on request