

Paul Keegan

Seeking Employment in Marketing, Media, Communications Environment

London

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Hard-working, driven, and efficient London-based marketing professional with 6 years of B2B marketing, content and communications experience. A versatile and detail-oriented communicator and storyteller who thrives in busy environments. Passionate about diversity, inclusivity, and new media.

Work Experience

Senior Marketing Manager

Bright - London

July 2023 to Present

- Developed and executed comprehensive marketing strategies to drive business growth and achieve revenue targets.
- Managed annual marketing budgets of up to £250k, optimizing spend and demonstrating cost-effective marketing strategies.
- Collaborated with senior leadership, sales teams, and external partners to align marketing efforts with company goals.

Marketing Manager

Bright - London

August 2021 to July 2023

- Owned multi-channel B2B lead generation/demand generation strategies
- Executed paid advertising campaigns - LinkedIn, Meta, Google advertising
- Drafted comms for multiple accounts across tech industry
- Delivered agile marketing training across all regions
- Conducting product/market research: competitor reviews, perception audits, workshops, target definition activities, and persona creation to inform marketing strategies
- Devised messaging and communications collateral to position each campaign to audience's needs
- Project planning and management of campaign activities using Trello, Microsoft Planner, Forecast.io, Hubspot and Slack
- Created bespoke campaign reporting dashboards and held weekly client-facing meetings with senior stakeholders
- Optimised outreach, maximised ROI from tactics and budgets, pitch and
- Proposal support for Bright's business development

Content Operations Manager

MediaVillage - New York, NY

September 2018 to April 2021

- The role consisted of content operations, reporting metrics, managing databases, reviewing content prior to publication, and administrative assistance.

- Created an infrastructure around member content reporting, delivering quarterly member reports to members, along with ad-hoc member requests for metrics, year-end reports, and any other metric requests.
- Created a system for tracking member content commitments for 45+ members - to create a coherent organization around content output, targeting those who were falling short - and measure pace against commitments.
- Maintaining overall and member-specific editorial calendars to ensure a smooth production timeline and that member content commitments are on track.
- Coordinating with journalists, columnists, and media companies to organize and assist with the timely completion of pieces.
- Created and maintained master databases relating to member and prospect contacts, in addition to ad-hoc databases around events and webinars.
- Assisting in the organization and implementation of the Advancing Diversity Honors and Inclusive Talent Job Fair at CES in Las Vegas.
- Using management software tools such as Trello, PipeDrive, Mailchimp, and AirTable.
- Providing operations admin and assisting with the onboarding of new hires.
- Investigating and implementing new email and content strategies, using data to guide content decisions.
- Providing input and knowledge of media markets outside of the US.

Content Coordinator

Communicorp - Dublin, County Dublin

November 2017 to May 2018

- Role consists of copywriting and report writing
- Increased website SEO across the board
- Worked as part of marketing team to create promotional emails
- Worked with tools such as Google AdWords, Nextopia and Trustpilot

Education

Masters of Arts in Journalism

University of Limerick

September 2016 to September 2017

Bachelor of Arts in English and Information Technology

National University of Ireland Galway

September 2013 to May 2016

Skills

- Microsoft Office (10+ years)
- Wordpress (3 years)
- Final Cut Pro (2 years)
- B2B marketing (5 years)
- B2B (5 years)
- Editing (4 years)

- HubSpot (2 years)
- Digital marketing (5 years)
- Content marketing (5 years)
- Marketing

Languages

- English - Expert

Links

<https://linkedin.com/in/paul-keegan-11a12bb6/>

Certifications and Licenses

TEFL

April 2018 to Present

Certified to teach English as a foreign language.

Agility in Marketing - ICAgile

June 2023 to Present

ICAgile certified professional in agile marketing methodologies.