

Jessica Banaghan

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WORK EXPERIENCE

Boxooo International • London, England, United Kingdom • 05/2023 – Present

Marketing Manager

- Responsibility for the delivery of a clear, overall marketing strategy to drive brand awareness and sales
- Ownership of the Marketing Communications strategy and delivery of the plan.
- Managing customer communications, and implementation of processes and systems.
- Drive strategy, plan and execute marketing initiatives for new projects.
- Establishing new partnerships to help grow the business.
- Creating project rollout plans and marketing plans and communicating these to the team.
- Collecting data, feedback and creating reports to analyse the effects of projects and marketing efforts through reporting.
- Managing the marketing calendar and management and monitoring off social media channels.
- Create a detailed marketing and promotions calendar / plan across all brands and channels to delivery this (e.g. campaigns, assets, promotions, paid marketing etc.).
- Establish performance measures, cost and price parameters, market applications and sales estimates, including ROAS / ROI on paid placement and promotional activity.
- Devise innovative growth strategies based on insight and forecasted industry trends, offering insight into the overall marketing/delivery strategy.

Selffit Coaching • County Tipperary, Ireland • 12/2020 – Present

Online Fitness Coach

- Create and design training programmes for various goals
- Guide and support clients via 1:1 coaching service
- Provide detailed video check-ins
- Create and develop fitness and nutrition resources
- Provide training feedback and nutrition support
- Create, plan and post original, engaging branded content across all social media channels, including Instagram, LinkedIn, Facebook, Twitter, TikTok & Youtube.
- Create and monitor content for podcast channels
- Admin support

Zoosh Group • 06/2020 – 03/2021

Online Content Specialist

- Writing and editing strategic, clear, creative and clean SEO-driven copy for blog posts and article on website.
- Planning and posting original, engaging branded content across all social media channels, including Instagram, LinkedIn, Facebook and Twitter.
- Maintain content, monitor performance, and help develop advertising strategies on digital media accounts, primarily Google. Produce reports on analytics across all social and digital platforms.
- Checking social and digital accounts daily for alerts and mentions, responding accordingly. Connecting followers with appropriate college staff with courteous, informed, professional engagement.

- Using Hubspot and Microsoft teams to help plan and coordinate online webinars and workshops for B2B customers in association with Microsoft and other digital partners

Selfie Girl • 08/2013 – 06/2020

Blogger

- For over 8 years, I ran a personal and lifestyle blog via the blogging platform, Blogspot. I set up this blog during my first year of college as a past time and outlet for creativity and writing. During my time blogging, I was able to work with brands, create content and grow my following on Instagram to over 9k followers. To date, I still share snippets of my life with my followers on Instagram, my podcast & also on Youtube.

DC Strategy • Melbourne, Australia • 01/2020 – 03/2020

Marketing Specialist

- Generate leads through online platforms and manage and update leads on HubSpot CRM.
- Create social media content using Adobe platforms and HubSpot CRM.
- Identify marketing opportunities for goods and services for clients and services provided by DC Strategy.
- Advise clients and respective divisions on marketing and sales promotion activities and on pricing and distribution channels where relevant.
- Recommend specific marketing approaches and spending budgets to achieve clients' desired sales goals.
- Undertaking relevant marketing research and analysis of statistical data regarding consumer habits and creating targeted marketing plans based on research undertaken and tracking performance.
- Analysing competitor's services and products, market share, pricing and promotional materials and developing and implementing multiple marketing campaigns based on such analysis.

The University of Sydney Business School • Sydney, Australia • 04/2019 – 12/2019

Administration Assistant- External Engagement & Events

- Build relationships & assist external engagement & international communication with various stakeholders.
- Assisting with the organisations of a variety of events including Orientation Day, Alumni Networking Event and Corporate Partners functions.
- Networking Event and Corporate Partners functions.
- Providing the Director, External Engagement & International & specific administration services & Event support.
- Creating contacts, leads and campaigns in Salesforce and updating information regularly.
- Day-to-day administration support & ensure continuous improvement of administrative processes.

Inspire Speakers • Sydney, Australia • 12/2018 – 01/2019

Sales Support Specialist

- Liaising with clients & speakers in the lead up to event.
- Assist Managing Director with proposals for clients.
- Created invoices & contracts for clients and speakers
- Updating Speaker Information in CRM System (Zoho) Liaising & Organising Travel arrangements with external suppliers, speakers and clients.

Story Bridge Hotel • Brisbane, Australia • 08/2018 – 11/2018

Marketing & Promotions Coordinator

- Communication on upcoming events & promotions to internal departments & customers.
- Updating marketing calendar.

- Implement & assistance in the promotions calendar.
- Maintenance of website, online marketing & social media sites.
- Implementation of marketing & promotional campaigns.
- Maintenance & management of databases.
- Assistance in event coordination & management.
- Actively involved in sales of all events & promotions including sales referrals.

The Bridge 1859 • 08/2016 – 06/2018

Sales Marketing Manager

- Create brand awareness for two venues in Dublin.
- Contributing to and implement the marketing plan Marketing and booking corporate events
- Selling event spaces to clients in order to increase revenue.
- Liaising with customers & management team to ensure the smooth running of all in-house events.
- Social media management and content creation.
- Website management.
- Identify marketing opportunities by identifying consumer requirements.
- Email marketing through Send.ie.

EDUCATION

Fitness Instruction, Group Instruction & Personal Training in Health and Physical Education/Fitness

Image Fitness Training • 01/2020 – 01/2020

Bachelor of Science (B.Sc.) in Event Management

Technological University Dublin • 01/2012 – 01/2016

Leaving Certificate

Presentation Secondary School Thurles • 01/2009 – 01/2012

SKILLS

Coaching, Content Strategy, Creative Content Creation, Creative Writing, Creativity Skills, Customer Service, Digital Marketing, Email Marketing, Event Management, Marketing Management, Microsoft Excel, Microsoft Office, Organization Skills, Public Speaking, Sales, Social Media, Social Media Management, Strategy, Teamwork, Wellness Coaching