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Education: Postgraduate Diploma in Digital Marketing
Digital Marketing Institute (2014)

B.A. Medicinal Chemistry
Trinity College Dublin (2013)

Profile

With over 8 years of experience in digital marketing & agency life I have worked with small and large clients, from SMEs to huge multinationals. I have strong communication & presentation skills, am strategically minded and have a natural inclination to technical solutions. My experience has seen me work on the full lifecycle of digital projects. From initial strategy, defining objectives, through to scoping, contract negotiations & delivery, and on to creation of SLAs, marketing & analytics of digital platforms and products. I also have experience leading workshops and presenting to senior stakeholders, including company MDs.

I'm seeking opportunities, particularly around strategy or digital marketing. [View my portfolio site here.](#)

Relevant Skills

Strong

Office 365
CMS (Drupal, Magento, Wordpress)
Google Analytics & Adwords (lead the drive for Promozoo to become certified Google Partners)
Moqups

Proficient

Jira
Adobe Illustrator
Adobe XD
Adobe Muse
HTML/CSS styling

Work Experience

aps Events & Media: Digital Project Manager

October 2021 - Present

- Created a Product owner programme for the existing suite of in-house products
- Reviewed existing pricing model to reposition products making them competitive within the market place
- Manage event website projects from initial concept to post event analytics
- Consult with project teams and clients on approach to digital projects
- Presenting to clients on our digital product suite and how to get the most out of digital opportunities

UNRVLD: Account Manager

July 2019 - Sept 2021

- Developed marketing roadmaps with clients to achieve commercial targets & strategic objectives.
- Regular presentation of digital marketing reports to senior stakeholders within client businesses with the aim of demonstrating the value of the work and understanding future upsell & cross sell opportunities.
- Oversaw successful multichannel marketing campaigns driving ROI for our clients.
- Accountable for growth, retention and strategic direction of client portfolio & helps to drive and maintain the relationship between clients and the agency.
- Covering management of SEO team, managing activity plans, resource allocation & reporting.
- Using Sitecore to power better user experiences & integrating it with other platforms including Salesforce.

Accenture Interactive (Boomerang Pharma): Account Manager

October 2018 - May 2019

- Created Medical & Legal Review (MLR) documents to gain approval of a client website, using a process I developed in a previous role.
- Developed content and process mapped the support function of a client website.
- Worked on creating process documents for Business services to better manage the pre-sales to delivery transition, which had created trouble during the scale up of operations.
- Helped to define a new role Business Operations Manager, after identifying key areas of improvement in the operations of the business.
- Conducted service offering survey internally, instigating a review of the service offering & highlighting the need for improved internal communications.

Promozoo Ltd: Digital Strategy Lead

June 2017 - October 2018

As part of a natural progression within the company, I achieved a new role which would advance my technical knowledge & see my role take on more responsibility, autonomy & a more consultative approach. As part of this I:

- Developed new offerings within the company. This included monthly retained SLAs for website maintenance, introducing a better briefing technique for internal briefs and marketing automation programmes.
- Worked on client strategy, particular in relation to applying the digital resources available to us into a multiphase plan to hit short, medium & long term goals for clients.
- Worked extensively in delivering training, workshops & pitch presentations.
- Achieved certification of our agency as a Google Partner
- Led our team to accreditation in Google Adwords, email marketing platforms (dotmailer) & IMS accreditation.
- Grew the use of dotmailer within the client base, using the technology available within to create solutions for the client. These included event management programmes, Content release cycles, re-engagement cycles & loyalty programmes.
- Worked on elements of website development & maintenance:
 - Building wireframes and User Journeys to demonstrate how apps or websites will flow from a UX perspective.
 - Making changes to HTML & CSS
 - Adding Javascript snippets to a page
 - Managing the Search Console in Google

Promozoo Ltd: Client Account Manager

Jan 2015 - May 2017

A hugely varied role during which I oversaw multiple projects for numerous clients, including top Pharmaceutical Companies. I:

- Delivered a number of technical projects as a technical project manager including websites, mobile applications, digital sales aids, PPC, programmatic ad campaigns, email marketing campaigns & marketing automation campaigns.
- Had production manager responsibilities for our development resources. This involved project planning, delivering clear strong briefs from our clients to our developers & ensuring all tasks were carried out.
- Compiled digital marketing reports across Google Analytics, Adwords & email marketing. Presented these to clients with next step recommendations.
- Provided front line client support for our email marketing platform & any technical or website queries. This included advanced queries on email marketing as well as help with many elements of website CMS'
- Wrote scripts and created concepts for marketing videos for Promozoo
- Wrote blog posts about key areas of interest for Promozoo.

The Publicis Groupe

Jan 2014 to Dec 2014

- As part of the client services part of the role I have been involved in working with clients and co workers to manage publishing and printing schedules, event management and campaign strategy for client products or services
- I have also been involved with the management and delivery of technical digital projects where a deep understanding of creative assets, metadata sheets and annotated storyboards was required as well as managing relationships with 3rd party development team and leading asset handover conference calls.
- I have been involved in strategic campaigns from analysing core data to running targeted online advertisements. These ads were studied further and a report detailing key learnings delivered back to the client.
- In charge of Publicis D Healthcare's social media output in 2014, consisting of Twitter, LinkedIn and Google+. I have also worked with others on the team to devise a Content Marketing Strategy to help establish Publicis D Healthcare as a thought leader in Pharmaceutical Marketing.
- Undertaken an SEO audit of the company's site and implemented changes.

Awards and Skills

- dotmailer partner certified (2018)
- Google Adwords certified (Fundamentals & Advanced Search - 2016)
- Eugene Winters award for Mathematical Sciences (2009)
- ECDL Digital Literacy (2006)
- Advanced Microsoft Office Skills (V-Look ups, Pivot tables, Macros, E-mail rules)

Hobbies and Interests

- Held a number of positions on the Comedy Society while in Trinity college and organised a run of small gigs for student and Dublin based comics.
- Performed a number of stand up shows myself, including a small slot at a friends show during the Edinburgh Fringe Festival 2011
- Have played guitar and keyboard for a number of years & played a number of gigs across Ireland.

References available on request