

SARAH KELLY

Marketing Manager

ABOUT ME

Dynamic and creative marketing professional with experience in account management, branding and communication. Curious and interested to understand the needs and passions of clients. Results driven with an ability to manage multiple priorities. Excellent organiser with event and project management skills. Strong leader who encourages and develops team members. Enthusiastic networker with strong relationship building capabilities. Interested in the environment, circular economy and politics. Proactive with a fun, can-do attitude.

EXPERIENCE

Marketing & Industry Liaison Officer Aug 2023 – Oct 2024
Griffith College, Limerick

- Managed and nurtured strategic alliances with industry partners e.g. Verizon, Stryker, to increase engagement with students for internships and graduate programs.
- Fostered collaborative initiatives with local employers and industry bodies such as Chambers Ireland with the aim to develop industry-relevant curriculum.
- Lead comprehensive marketing campaigns to promote the institution's academic programs and research achievements through social and traditional media including personally delivering radio interviews.
- Orchestrated and executed targeted events, including conferences, networking events and school visits to connect faculty, students, and industry professionals.
- Managed 50th Anniversary event in the Strand Hotel, Limerick with 150 attendees, ensuring local dignitaries and media were present together with past alumni. Ensured nationwide media coverage.

Head of Marketing April 2022 – June 2023
Cambrist (Fintech, B2B)

- Created and delivered the marketing strategy for each product across all relevant marketing channels and reported on strategy progress to wider team
- Designed and produced high quality content and distributed it effectively across digital channels e.g. LinkedIn / X / Company Website
- Managed the company website using WordPress
- Designed and executed effective events and campaigns for lead generation both online and face-to-face
- Developed communication strategy and relationships with partners, media, and supported Cambrist in getting speaker invitations, targeted media coverage e.g. Fintech E-Magazines
- Developed, monitored and reported results of marketing activities through CRM, Google Analytics etc

EDUCATION

TUD, Dublin
Diploma in Global Marketing and Management (Level 9)
2016 – 2017

NUI, Maynooth
Bachelor of Arts, Double Honours, Irish & Sociology
2009 – 2013

SKILLS

- Content & Sponsorship Strategy/Development
- Product Development
- Budget Management
- Insights & Research Skills
- Social Media Management

INTERESTS

- Member of Network Ireland – Limerick
- Love music and playing the piano. Curious about different cultures and countries and love to travel
- Member of Puckane Tennis Club and Nenagh Tennis Club, interested in many sports and love walking my dog
- Regular volunteer for the Annual Nenagh Tractor Run and have organised a number of charity events.

REFERENCES

Available on request

SARAH KELLY

Marketing Manager

EXPERIENCE

Marketing Executive

Jan 2021 – April 2022

Central Solutions (20Fifty Partners)

- Worked with the Marketing Manager to identify the marketing and promotional needs of the individual business strands e.g. Environmental Awareness
- Managed the re-branding, launch and promotion of the education platform - Water Stewardship Ireland.
- Jointly created (with Marketing Manager) the branding for the Climate Ready Academy
- Generated content for various audiences on platforms such as Lean & Green Skillnet
- Designed, executed and managed marketing campaigns while doing market research
- Updated and shared weekly, monthly reports and company updates on campaigns using data-based analytics tools
- Successfully delivered new participants for training programmes (30 companies each month)
- Managed websites (Lean & Green Skillnet, Water Stewardship Ireland and Central Solutions)
- Managed and organised the company's participation in trade shows and events.
- Generated and managed engagement on the Companies' various social media channels including Facebook, Twitter, Instagram, LinkedIn etc

Project Manager – Creative & Marketing

Aug 2019 – Nov 2020

Maxx Marketing/YuMe Toys, Toronto

- Management of both accounts and plush development projects for brands such as Warner Brothers, Baby Shark, and KITH NYC
- Management of the production cycle of toys from conceptualization and appropriate approvals through to final product, including management of creative teams and factories globally (UK and Hong Kong)
- Managing relationship with creative agency and directing on marketing initiatives including traditional, digital and influencer marketing plans
- Pitched, won and managed projects on behalf of Kellogg's, Gallo Wines, and Hello Fresh
- Implementation of tactical promotions and offers to drive revenue
- Market research and forecasting trends for future plush and toy development
- Managing and briefing all internal teams and creating work-back schedules

Project Manager – Sales & Marketing

June 2018 – Aug 2019

Mediaplanet Publishing House, Toronto

- Won a number of internal awards for Design, Sales and Work Ethic
- Leading content creation from concept development to publication including educational articles, listicles and infographics while providing direction to production teams of journalists, editors, and designers
- Procuring celebrity, key influencer and industry experts to add credibility to special interest content
- Produced four successful campaigns with well-timed, newsworthy content, published in high profile National and Regional print and digital media: 'Celebrating Canada's Forests' (National Post); 'First Time Condo Buyer' (Toronto Star); 'Climate Change Adaption' (National Post); 'Best of BC' (The Province)
- Exceeded all financial/funding hurdles of each campaign by almost 2x on average
- Won a transatlantic trip for being the top performer across all KPI's in a quarter