



Ali Sheeran

Marketing Graduate



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ABOUT ME

I am highly motivated. I have extensive experience of working in a busy, fast-paced environment as an Events Intern, Brand Ambassador and Accounts Trainee. I can work well under pressure and have excellent administrative skills.

EDUCATION

September 2016 – May 2020
Bachelor of Science (Hons) Tourism and Digital Marketing (Level 8),
Technological University Dublin

I have received a Second Class Honours degree.

Fundamentals of Digital Marketing by Google Digital Garage

I received an overall score of 97%

SKILLS

Outstanding communication skills, both written and verbal

Engaging, outgoing, approachable personality

Strong Microsoft Office skills

Ability to work in a fast-paced, high-pressure environment

Energetic team player with the ability to function independently, as well as in a collaborative environment

I speak basic Spanish

EXPERIENCE

Accounts Trainee – Present,
KIN, Magpie Murders, Fate 2: The Winx Saga.

Key Responsibilities:

- Analysing, coding and entering petty cash vouchers into accounts system.
- Creating digital purchase orders
- Entering Pos and Invoices.
- Paying Petty Cash and AP
- Scanning and uploading documents into accounting system
- Controlling Equal Spend Cards.

Brand Ambassador/Team Leader, *Verve the Live Agency, Event Management and Marketing company*

Key Responsibilities:

- Develop brand recognition by promoting products and services to potential customers and boosting sales.
- Educate customers by providing up to date information on products and values while conveying a positive brand image.
- Conduct market research and submit detailed reports to the account manager regarding customers' insights and questions, make suggestions on how the event/activation could improve in the future.
- Measure overall campaign success by looking at performance results.
- Regularly work as the company's receptionist, manage the front of house, handle both internal and external calls, book couriers and manage deliveries.



VOLUNTEERING

Helderberg Street People's Centre

I volunteered in South Africa every Christmas for five years in a soup kitchen, which had been set up by a good family friend. I assisted in distributing food parcels at Christmas to families in the townships and also giving daily meals to homeless people in the soup kitchen. It was a very rewarding experience.

Enable Ireland

During transition year, I worked in Enable Ireland once a week over the course of 12 weeks.

INTERESTS/ HOBBIES

My interests and hobbies include hiking, going to the gym and travelling.

I am passionate about social media, music and fashion.

From January 2019 – July 2019

Intern, Verve the Live Agency, Event Management and Marketing company

Key Responsibilities:

- Help develop, create and deliver substantial campaigns and events for clients as required.
- Project managing small scale events, while meeting clients expectations.
- Full financial and logistical control from initial concept to completion of the project.
- Collaborate with designers and the editorial team on marketing materials.
- Manage operational and administrative functions to ensure specific projects are delivered efficiently.

Digital Marketing Strategist, Aine Broadbery Catering

Key Responsibilities:

- Plan, develop, execute and evaluate a digital marketing strategy.
- Create a website using a website builder, social media platforms and quality engaging content.
- Manage all social media channels, using a content calendar.
- Suggest future digital marketing campaigns to boost brand awareness.

From May 2015- May 2016

Brand Representative, Hollister Co., Dundrum Town Centre

Key Responsibilities:

- Interact with customers to ensure they have an outstanding fast, easy and exciting shopping experience
- Maintain and update visual and presentation standards throughout the store, according to the visual guidelines.
- Keep managers informed of customer merchandise and business flow issues.

REFERENCES

Available on request