



RÓISÍN O'DONOGHUE

PASSIONATE AND CREATIVE MPhil STUDENT IN FILM STUDIES



0872229398



roisin.od@hotmail.com



TECHNICAL SKILLS

VIDEO EDITING. VIDEO SHOOTING. AUDIO EDITING. REMOTE WORKING. RESEARCH. MICROSOFT OFFICE. TIME MANAGEMENT

PROFESSIONAL PROFILE

I am a passionate and creative MPhil student in Film Studies with strong technical skills in video production and excellent written and communication skills. I have extensive experience in Video production from my BA in Communication Studies and my current masters in Film in Trinity College Dublin. I have upskilled in my part time job with Freshii Ireland from a crew member to currently holding the position of their social media executive, responsible for Freshii Ireland's advertising and marketing on Instagram and Facebook. Through both my work experience in Freshii Ireland and internship in Freshii Canada, I have gained strong team skills and an appreciation for diversity.

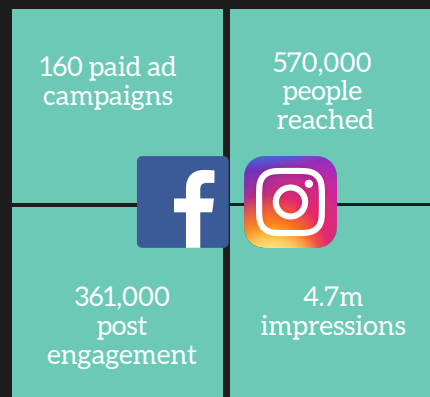
EMPLOYMENT HISTORY

Freshii Ireland, Dublin | Social Media Executive (2020)

- Manage the company's social media accounts and post content to increase brand awareness and grow engagement.
- Collaborate with franchisee partners to create content for individual stores.
- Use a variety of video and photo editing software to create innovative and engaging content.
- Develop and implement a social media strategy with a limited budget.
- Input to overall Freshii brand strategy.



12 month Freshii Social Media performance



Freshii Canada, Toronto | Operations Marketing People (OMP) Team lead (Summer intern 2019)

- Drove same store sales with local marketing strategies and community outreach.
- Partook in promotional activities for new product launches.
- Responsible for leading team meetings and distributing team members tasks for the day.
- Coach team members to adhere to company standards and polices.

Freshii Ireland, CHQ Building | Crew Member (2016-2019)

- Help build local community and awareness of the Freshii brand through experiential events and initiatives.
- Contribute ideas and support fellow team members - help to create a fun and safe work environment.
- Work front of house engaging with customers about new products and explaining what Freshii's mission of healthy food is.



PROJECTS & EXPERIENCES

Music Video Shoot for "Pheno." | 2019

- Collaborated as a team to produce a music video that complimented the lyrics and music of Pheno's original recorded track.
- Gained exposure to all the different roles of video production.
- Researched multiple locations and organised a studio in Dublin City Centre to shoot the scenes.
- Coordinated with actors and scheduled when they were available for shoots.
- Contributed to the vision and ideas of how shots/scenes could be improved.
- Gained technical video production skills in using DSIR's and JVC's to film.
- Worked with lighting kits to professionally light the filming studio.
- Obtained video editing skills while syncing pre-recorded audio with video footage taken.

Personal Travel Projects

I have travelled to many places abroad and love to film my experiences. I shoot personal footage while away discovering new cultures and places.. I personally edit the footage and put a video montage together as a memory of what I saw and experienced.

Presenter on DCU Fm show "The Blind Leading the Blind." |2019

- Presented on live agony aunt style radio show every week as part of a crew of four.
- Managed the shows social media presence on Instagram through posting regularly and engaging our followers by asking them to send in their questions which would be included in future shows.
- Rang guests live on air to contribute to the discussions in order to encourage audience participation.
- Gave personal anecdotes and opinions about the questions asked in order to offer advice to our regular listeners and open discussions

MY PERSONAL STRENGTHS



REFEREES

Andi Mahon

Operations Manager, Freshii
Ireland.

+353 87216808 andimahon@freshii.com

Killian Flanagan

Marketing Technologist

+353 876416877 killianflanagan18@gmail.com

INTERESTS & ACHIEVEMENTS

Memberships:

Member of Toastmasters | Member of Young Peoples Theatre |Member of DCU Media Production Society from 2017-2020.

Travel::

Have travelled extensively through Europe, Americas, and have lived in Canada. I have achieved all this travel through personal trips.

Achievements:

Received a first-class honours in my final year dissertation project in my BA in Communication Studies | RIAM Speech and Drama up to Grade 6. | RIAM Singing exams up to Grade 8
I also have a full drivers license.

EDUCATION

Trinity College Dublin

MPhil in Film Theory History and Practice (2020 - 2021)

Dublin City University

BA Honours Degree in Communications (2017 - 2019)