

## Personal Summary

A highly skilled and creative professional who brings passion, cutting edge innovation and superior design standards to my work. My career is made up of various roles which have allowed me build up expertise in a number of key business disciplines such as project management, strategic thinking and relationship management, in addition to leading and motivating others to deliver forward thinking creative solutions for clients.

Currently I am looking for a new and challenging position which will make best use of my existing skills and expertise while enabling further professional development.

## Key Skills

- Highly skilled pitching, presenting and building client relationships
- Highly motivated and enthusiastic individual who thrives on leading, as well as being part of successful and productive teams
- Proactive performance management, gaining key insights that can be used to develop and optimise future projects/campaigns
- Proven track record in exceeding clients expectations
- Excellent communication and negotiation skills
- Excellent technical skills and superior knowledge in Mac OSX and Adobe Creative Suite

## Personal Details



### Rugby Coach Level 2

Assistant Coach: U12s  
Head Coach Girls Rugby: U6 - U16



### Active Volunteer

Part of the local schools sports committee



### Award Winning

#### Best Advert IMN, 2001

Pfizer Urology, Viagra - Blue Confidence

#### Best Exhibition Space, 2003

John Gilroy Exhibition, Guinness Storehouse

#### Best State Body Advert, 2006

Garda National Recruitment Campaign

#### Published Logo Design, 2010

LogoLounge 7, Emerald Elite

## Education Details

### BA (Hons) in Business (Project Management Stream)

DBS  
13/14 Aungier Street,  
Dublin 2.

*In Progress*

### Diploma in Web Design

DBS  
13/14 Aungier Street,  
Dublin 2.

### Diploma in Graphic Design

FÁS  
Bannow Road, Cabra,  
Dublin 7.

## Employment History

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### Head of Creative

2011 - Present

#### Shape Branding

**a:** Seatown Business Campus,  
Swords, Co. Dublin.

**t:** 01 840 6225

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I started as Senior Designer and was promoted to Head of Creative after the first year. Effectively developed studio management processes and file administration protocols.

#### Achievement

**Significantly increased turnover by end of year 2014.**  
*'Design Printworks'* – company name change in early 2015 to *'Shape Branding'* to reflect new business focus.

Responsible for all aspects of the creative studio including client briefings, presentations and progress meetings. Managed all projects within the studio increasing workflow and efficiencies.

- Solely responsible for creative department
  - Ensured successful time management for all projects
  - Effectively managed internal team meetings relating to the name change, new brand strategy and marketing
  - Successfully managed development of new business branding and marketing strategies
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### Creative Director

2007 - 2011

#### Demon Design

**a:** First Floor, 328 Clontarf Road,  
Dublin 3.

**t:** 01 818 3254

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I founded Demon Design in late 2007 and managed the business through the global recession until 2011. Solely responsible for all aspects of the business.

#### Achievement

**Published Logo Design. Logo Lounge 7, Rockport Publishing, 2010**  
*'Emerald Elite Group'* – Best Brand Symbols.

Designed and developed brand marketing collateral and brand strategy including domestic and international marketing promotions and brand strategies for all 4 divisions of the Emerald Elite Group.

- Managed lead generation and networking
  - Ensured excellent client relationships
  - Responsible for all project management
  - Negotiated effectively with sub-contractors and suppliers at all levels
  - Ensured all accounting and tax requirements were accurate and up-to-date
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### Freelance

2007 - 2011

*While ensuring Demon Design's survival I was able to enjoy other challenging roles as a freelance designer.*

#### Lecturer

Institute of Technology Carlow, 2008

Third Year Public Relations Students

Developed and presented 6 week module on the 'Importance of Branding'. Introduced students to the mechanics of branding from business name creation to logo design to brand 'tone of voice'. Facilitated and managed in-class discussions on brand effectiveness. Attendance to the class increased two-fold after the first two weeks.

#### Founder

My Doctors Res, 2010

Finalist – Endeavour Entrepreneur Programme

Started the business in 2010 and was awarded scholarship to the Endeavour Entrepreneur Programme; providing training and guidance to selected start-ups. Out of the 60 other businesses we were short-listed to the final five, making a final pitch to a panel of judges and potential investors.

## Employment History (continued)

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### Senior Designer & Finished Artist

2005 - 2007

#### Direct Marketing Associates (DMA)

**a:** Burlington House, Waterloo Lane,  
Dublin 4.

**t:** 01 667 1144

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Joined DMA, one of the largest design agencies in Dublin as a Senior Designer and was promptly promoted to Finished Artist.

#### Achievement

**Best State Body Advertising Campaign. Irish News and Media Awards 2006**

*'Get Ahead'* – An Garda Síochána National Recruitment Campaign.

Provided project support throughout including, initial client briefing to client presentation to client progress meetings. Sole responsibility to ensure all advertising artwork produced accurately while working to local and national newspaper deadlines.

- Managed team performance and workflow
  - Ensured project accuracy and effectiveness using brand guidelines and agreed standards and procedures
  - Resolved any problems and issues that arose
  - Solely responsible for managing sub-contractors and suppliers
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### Production Manager

1999 - 2005

#### Drawing Inc

**a:** 12 Pembroke Street Lower,  
Dublin 2.

**t:** 01 676 8095

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Starting as Junior Designer I learned quickly within the studio environment and was promoted to Production Manager after 3 years.

#### Achievement

**Best Exhibition Space. Design Awards of Ireland 2003**

*'Guinness is Good for You'* – John Gilroy Exhibition,  
Guinness Storehouse.

Managed the project team on and off site. Ensured activities were accurately completed within the agreed time frames and costs.

- Managed studio performance and workflow
- Negotiated effectively with sub-contractors and suppliers
- Resolved any problems or issues within the team
- Escalated any major issues of concern to Senior Management
- Ensured client satisfaction throughout project timelines which promoted overall company effectiveness