

# James English

Blackrock, Co.Dublin 0834805168 jimmy.english1990@gmail.com

## Summary

I am an Experienced Marketing and Communications Professional, with excellent Digital Marketing, Sales Support and Strategic Planning skills. Expertise in Google AdWords, CRM Database and Adobe Suite.

## Key Skills

<ul style="list-style-type: none"><li>• Digital Marketing.</li><li>• Campaign Execution.</li><li>• Report Creation and Presentation.</li><li>• SEO and PPC Keyword Research.</li></ul>	<ul style="list-style-type: none"><li>• Social Media Management.</li><li>• Strategic Planning.</li><li>• Creating Marketing Collateral.</li><li>• Google Analytics and AdWords.</li></ul>
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## Education

### Masters of Science: Marketing

Dublin Institute of Technology

February 2015

Dublin, Ireland

### Bachelor of Arts: Communications

Dublin City University

September 2012

Dublin, Ireland

## Experience Includes

- Creating, implementing and monitoring marketing campaigns.
- Identifying, targeting and acting on leads developed through Digital Marketing.
- Creating and optimizing Google AdWords and other PPC campaigns.
- Reporting to managers on key performance indicators.

## Achievements

- Solely responsible for Softworks Marketing during summer 2017
- Overhauled the Social Media Presence of Autoglass and increased followers by 20%.
- Increased traffic to the Gardenrooms website over a six month period through blogs and AdWords.
- Developed fresh content for the Irish American Football Association social and website.
- Analyzing and acting on marketing trends, both industry specific and digital.

## Recent Employment History

### Softworks Workforce Management Ltd.

#### Digital Marketing Executive

- Implementing Marketing Strategy.
- Management of CRM database using Hubspot
- Utilizing social media to spread brand message.
- Developing a cohesive digital marketing brand plan.
- Lead Development and Nurturing

Dublin, Ireland

Jan 2017 - Present

### Autoglass Ireland.

#### Digital Marketing Executive

- Obtaining customer feedback to improve future campaigns and service.
- Managing the content, customer service and analytic aspects of all Social channels
- Creating industry specific content to improve brand relevancy
- Developing Paid Social Media Advertising campaigns to raise brand awareness
- Utilizing Facebook, Twitter, LinkedIn and Instagram to drive traffic to website
- Working with external partners on SEO strategies for new website

Dublin, Ireland

May 2016 - December 2016

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**Irish American Football Association.  
Social Media Manager**

**Dublin, Ireland  
July 2014 --- Jan 2017**

- Point of contact for all marketing/customer queries.
- Daily management of all Social Channels.
- Creation of website posts on Wordpress Platform. Paid advertising.
- Specific Content creation to encourage customer engagement and interaction.
- Live blogging and Management of Social Accounts during games to raise event awareness and maintain engagement.

**Sherry GardenRooms Ltd.  
Sales and Marketing Executive**

**Dublin, Ireland  
February 2016 – May 2016**

- Processing transactions and sales through CRM system.
- Creating client leads to generate sales.
- Contacting selected customers through primary channels.
- Management of Facebook/Twitter accounts and content creation
- SEO and Blogging to drive organic web traffic to website.
- Optimizing Sales funnel through using CRM software.

**Bounce Back Physical Therapy/C4 Performance.  
Business Development and Marketing**

**Wayne, USA  
September 2015---November 2015**

- Selecting new customers to target for new customer experience programs.
- Using Social media to develop client leads and generate sales.
- Utilizing analytics to determine campaign success and future campaigns.
- Creation of promotional and marketing publications and materials.
- Organising Open Days and Trade Stalls.
- SEO and blogging to drive search traffic to both websites.

Through many years of working in the hospitality industry, in particular Food and Beverage Service, and front of house customer interaction, I have developed excellent Customer Service and Inter---Personal skills. These skills underpin my approach to my work at all times.

## References

Maurice Cosgrave, IAFA Director of Communications  
0876796447  
[Maurice@americanfootball.ie](mailto:Maurice@americanfootball.ie)

Donal Lawlor, Autoglass Ireland General Manager  
0872899049  
[donal.lawlor@autoglass.ie](mailto:donal.lawlor@autoglass.ie)