

Summary

With more than thirty years of experience in sales and marketing across various sectors and industries, I have built a reputation for delivering results and driving growth. As a Fractional CMO and Marketing Consultant at UMC Consulting, my goal is to help clients achieve their business objectives by creating and implementing customized marketing strategies that align with their unique needs.

My expertise includes strategic planning, revenue growth, business development, team leadership, demand generation, marketing automation, campaign optimization, and multi-channel execution. I have worked with cross-functional teams, leading and collaborating to achieve collective success, and fostering a culture of excellence and innovation. By implementing creative approaches, I have successfully increased revenue, profitability, and market share for my clients and employers. My passion is to help businesses grow and thrive by leveraging the power of marketing.

Experience

ATOM WC (Workers Compensation)

Chief Marketing Officer

January 2024 - Present (4 months)

UMC Consulting Ltd

Fractional CMO | Consultant

August 2020 - Present (3 years 9 months)

UMC Consulting specialises in driving business growth through tailored marketing strategies. I work closely with clients to understand their unique needs, implementing practical solutions that lead to measurable success.

Strategic Approach: Recognising that marketing is not a one-size-fits-all solution, I engage in strategic thinking from the onset, ensuring that every

marketing effort aligns with individual needs and objectives, translating into tangible and measurable outcomes.

By working closely with startups and organisations, I have laid a robust foundation for marketing that is primed for growth as the business expands. Through strategic planning and execution, I have significantly increased the win rate of deals and expedited closing times, positioning my clients for sustained success and scalability.

Magic Access

Chief Marketing Officer / Advisor

December 2022 - November 2023 (1 year)

Magic is a startup that provides a privacy-first digital identity ecosystem to businesses performing KYC checks, enabling them to create new revenue opportunities from their KYC data while empowering their customers to control their personal data.

Strategic Collaboration with CEO: Developed and implemented the marketing and communication strategy, aligning with the company's core mission, goals, and values, fostering a unified direction.

Investor Engagement & Success: Crafted proposals and presentations with the CEO for potential investors, securing significant investment from SFC Capital, an early investor in industry leader, Onfido.

Integrated Marketing & Targeting: Created a focused marketing plan for primary industry sectors, enhancing reach and connection with the target audiences.

Research-Based Planning: Conducted market research and competitive analysis, identifying key opportunities and challenges shaping informed and adaptive marketing strategies.

Brand Messaging & Engagement: Developed an Ideal Customer Profile (ICP) and Audience Framework for uniform brand messaging, enhancing brand visibility and engagement.

User-Centric Website Management: Managed website design and optimisation, focusing on user-friendliness and regular updates, enhancing user experience.

Performance Monitoring & Improvement: Established KPIs to evaluate marketing efforts, fostering a culture of continuous improvement through data-driven insights.

Strategic Budget Allocation: Created a marketing budget that effectively distributed resources, aligning with marketing goals and maximising ROI.

Trusted Advisor & Influence: Acted as a trusted advisor within the business, offering valuable insights and guidance, reinforcing a culture of collaboration and excellence.

Ink Aviation

Chief Marketing Officer

March 2022 - August 2022 (6 months)

Ireland

Ink has a unique ecosystem of best-in-class mobile passenger handling systems and self-service hardware that form part of a modern departure control platform. It works with airports and airlines to design and implement unique workflows across cloud-based desktops, mobile, and self-service devices running super fast facial biometrics.

Ink Innovation acquired Q-Servi in February 2022. I was retained to plan the integration of Q-Servi into Ink's portfolio and build a content plan that incorporated collateral, a new website layout, and social media.

Q-Servi

Chief Marketing Officer

October 2020 - March 2022 (1 year 6 months)

Ireland

Q Services Ltd. was a credentialing technology provider acquired by Ink Aviation in 2022. It consists of an App and a SaaS platform.

- The position leveraged cross-functional collaboration with multiple business stakeholders to drive brand awareness, customer engagement and sales.
- Partnered with product and sales teams to simplify content messaging for main target markets.
- Led the complete rebranding, redesign, and rewrite of the company website and Apps (rebranded from Tento Health to Q-Servi), expanding the target market across various industries.

- Built a sales and marketing automation platform in HubSpot that integrated with the company website and improved the lead management process.
- Oversaw market research and ensured consistent delivery of content marketing messaging, leading to a more aligned and effective marketing strategy.
- Built a content marketing strategy focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.
- Responsible for building collateral (product overview, industry use cases, how-to-videos) for support, sales, and target markets.
- Built and executed a PR plan and worked with an external PR agency to drive brand awareness.
- Set up full reporting and measurement tools across all aspects of the digital marketing function.
- Led a remote multi-disciplinary marketing team.

Capventis

Head Of Marketing

July 2019 - August 2020 (1 year 2 months)

Ireland

Capventis is a business consultancy company specialising in Experience Management, Customer Engagement, Data Analytics, and Business Improvement. They work with leading vendors, including Qlik, Alteryx, Zendesk, and Qualtrics.

- Worked closely with the Commercial Director to ensure complete alignment between marketing and sales operations. Identified gaps in the sales cycle where marketing could help most for both short-term acceleration of the sales pipeline and long-term nurturing programs.
- Collaborated closely with the sales team to refine and align Ideal Customer Profiles (ICP) and buyer personas, ensuring seamless integration with the unique needs of our buyers, thereby enhancing the overall customer journey and experience.
- Engaged an outside agency on the rebranding, redesign, and execution of the company website, with the focus changed to customer-centric instead of company/partner-centric.
- An overhaul of the CRM system that included integration with our email marketing platform and online web forms to ensure lead generation was managed correctly and tracked. As part of this process, target audiences (new customers, long-term customers, and short and long-term prospects) were

segmented accordingly to ensure the right messaging and correct content was reaching the most relevant audience.

- Established a cross-functional team to help drive success across our different solutions offerings.
- Aligned with counterparts in partner companies to design online campaigns and webinars and drive new leads.
- Owned and managed all demand generation campaigns across Digital Marketing channels, both paid and organic.
- Set up full reporting and measurement tools across all aspects of the digital marketing function.
- Management of offline marketing, including exhibitions, customer events, and tradeshow.

Pharmapod

Marketing Director

August 2018 - July 2019 (1 year)

County Dublin, Ireland

My role was to oversee and develop a marketing strategy for Pharmapod.

Developed new ways to significantly increase our brand presence via offline and online marketing across multiple platforms via new campaigns, partnerships, and traffic acquisition models.

Worked closely with Product and Customer Service teams to coordinate product updates and new feature rollouts for new and existing clients.

Created a content marketing targeting framework to map content across buyer personas and buyer journeys from TOFU to BOFU.

Implemented tracking and performance KPIs.

Built a new website and a complete Martech stack to make marketing operations and processes more effective and efficient.

Worked alongside the sales, product, and customer service teams to ensure consistent messaging across all channels.

Aligned all sales and marketing activities.

Managed all PR activities and communications.

Organised and managed 13 key exhibitions and conferences across Europe, North America, Australia, and MENA.

Organised conference speaking slots for the CEO at the FIP Worldwide conference in Abu Dhabi, the PSA conference in Sydney, and the BCPHA conference in Vancouver.

Internal Results

Head of Digital Marketing

August 2015 - August 2018 (3 years 1 month)

Portlaoise

Creating awareness, differentiation and demand for our range of services.

Developed & implemented our digital marketing strategy from scratch to drive awareness, engagement and acquisition of new clients across Ireland, UK, EMEA & USA.

Management, design, UX testing & maintenance of company website.

Manage all content marketing & analysis, keywords analysis for SEO, SEM on both AdWords and BingAds (search, display, remarketing), building and A/B testing of all landing pages, management of all social media channels, competitor analysis, email marketing, and conversion rate optimisation.

SEO optimisation across Google (UK, Ireland & US) and Bing search engines

Responsible for full budget P&L and manage all digital marketing channels to ensure revenue growth and new customer acquisition.

ROI of 10.3X achieved in 2017.

ROI of 9.5X achieved in 2016.

Performance is continually measured to understand the effectiveness of all digital campaigns and to ensure alignment with our sales targets.

Leverage market research to describe each service offering by its unique ability to solve market problems.

Created internal positioning documents to be used to develop external messages such as sales presentations, website content, and marketing collateral.

Work closely with the sales team and management to constantly discover ways to influence and drive better sales conversions.

Review new technologies and keep the company at the forefront of developments in digital marketing.

TransferMate Global Payments

Digital Marketing Manager

March 2015 - August 2015 (6 months)

Development, implementation and execution of a multi-channel digital marketing strategy

Creating, monitoring and optimising content for website.

Designed & implemented new company blog to drive SEO traffic.

Manage all PPC (search, display, remarketing) campaigns across Ireland, UK, USA, Canada, Australia, New Zealand, France & Spain.

Oversee development of all landing pages.

Management of all social media channels

Ongoing analysis of traffic patterns and user experience to grow site visitors, increase conversions and reduce bounce rates

Implement & measure all email marketing campaigns across different geographical regions

Coordinate PR activities with external agency

Verify Recruitment / NewJobRadio

Sales & Marketing Manager

October 2013 - March 2015 (1 year 6 months)

Dublin

Verify Recruitment is a specialist recruitment consultancy operating in the technology space and has a Jobs News Podcast called NewJobRadio.

Devise & execute marketing strategies to drive brand awareness and lead generation via online traffic to the company websites using social media, web design, content marketing, content outreach and search engine optimisation.

- Manage editorial content for both Verify Recruitment & NewJobRadio blogs, newsletters and social media channels
- Manage content outreach across social media to ensure correct distribution for audience targeting
- Manage all aspects of lead generation from marketing activities.

- Interpret data using established analytic/reporting tools to create actionable marketing programs
- Implement & manage email marketing campaigns
- Manage all aspects of our career podcasts with iTunes and SoundCloud
- Manage the sponsorship of community-related events
- Organise and manage events for our Community of Panel members
- Coordinate and manage quarterly workshops for customers and potential clients
- Ensure all content is optimised for SEO
- Designed and manage the podcast website NewJobRadio.com

Bachelor Magazine

Associate Editor

2011 - 2013 (2 years)

Bachelor was an Irish Online Magazine bringing the latest news, tips and advice on Technology, Gadgets, Entertainment, Movies, Games, Motoring, Fitness, Style and Recipes.

Developed the site from a technology blog to a full-blown online site winning the Blog Awards Ireland (Best News/Current Affairs Site 2012) after only 8 months.

Shortlisted for Best Group Blog / Best Technology Blog / Best News & Current Affairs Blog / Best Designed Blog for the Blog Awards Ireland 2013.

Wrote, researched & optimised articles for publication, along with providing coaching/training for new writers on how to optimise articles for WordPress from an SEO perspective.

Developed relationships with PR & Media Organisations to ensure we can provide the latest content to readers.

Movada - Digital Marketing Consultancy

Business Consultant

2010 - 2013 (3 years)

Arqiva Ireland

Head of Sales and Marketing

2007 - 2009 (2 years)

BT

Solutions Sales Specialist

2001 - 2006 (5 years)

NCR

Networking Services Sales & Marketing Manager

1999 - 2001 (2 years)

Siemens

Account Manager

March 1998 - April 1999 (1 year 2 months)

Mentec Group

Account Manager

1994 - 1998 (4 years)

Microsoft

Team Leader

1989 - 1992 (3 years)
