

Patricia Lynch

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PERSONAL SUMMARY

Target-driven marketing and sales professional offering a unique combination of creativity, enthusiasm and passion for delivering superior customer satisfaction. Proven track record in devising and executing effective campaigns through an array of different social media platforms and SEO strategies. From my experience, I have a valuable and transferable skillset for this fast-paced sector.

I am seeking a career building platform where I can apply and develop my skills and knowledge within a dynamic marketing department.

EDUCATION

Honours Degree in Business Studies with Marketing in Sligo IT	Sept 2010 – May 2011
Degree in Marketing in Sligo IT	Sept 2009 – May 2010
Certificate in Business Studies	Sept 2003 – May 2005

WORK EXPERIENCE

Resorts in Australia Feb 2014 – May 2015

Food and Beverage Attendant – Full time

- High pressure environments dealing with customer complaints while carrying out a number of different duties.
- Regarded as a dedicated team member amongst my managers and peers.
- Coordinated and supervised functions and events for groups up to 150.

CGU Insurance, Sydney Aug 2013 - Jan 2014

Claims Support Officer – Full time

- Administered clients and injured workers complaints & queries.
- Eliminated a backlog of payments and reduced the length of the claims process by taking on the administration duties of the case managers which allowed them to focus more on their cases.

Kavanagh College English School, Dublin Sept 2011 – June 2013

Marketing & Sales Executive/Accommodation's Manager – Full time

- Initiated and executed campaigns on different social media platforms to increase customer awareness. This accelerated Twitter followers by 500% and Facebook fans by 614% within 12 months. Devised an AdWords campaign and website development

to generate traffic and enquires. 100% capacity was achieved and this figure doubled during the peak season.

- Carried out extensive market research to enhance the students experience and identified any potential problems.
- Acquired new providers of accommodation and developed an excellent business relationship. This led to a promotion of Accommodation manager within 5 months.
- Assisted in the design and launch of marketing material and literature used in email campaigns and website content.

Dublin Bus

June 2010 – Aug 2010

Sales Advisor – Full time

- Advised on and up-sold a variety of tour packages to personal customers, exceeded weekly target and generated a high level customer satisfaction.

Shenanigans Bar, Sligo

Dec 2008 – May 2011

Marketing Co-ordinator – Part time

- Implemented campaigns to target different demographics to increase weekend revenue, through different promotions via social media and the website.
- Exceeded company's enquires target and generated a large number of bookings through unique administration of website content.

SKILLS

Personal

Regarded as an excellent communicator by both colleagues and businesses at work with a reputation for delivering a clear and concise message.

A highly self-motivated individual with huge enthusiasm & interest in the marketing of businesses and a strong track record in developing and implementing new initiatives to drive excellent sales results.

Ability to work within a fast paced and pressurised environment.

Technical

Adobe Photoshop

Microsoft Office

Survey Monkey

CRM software

SEO

Website design

Google analytical tools

Social media platforms

Windows Movie Maker