

Ailish Tully

Dublin, Ireland

W: <http://www.worky.com/ailish-tully>

Professional Experience

2008 - 2008 **Miele Ireland Ltd - Marketing Assistant**

- Co-ordinated trade communications, liaised with key trade/ retail partners on advertising, promotions & key account activities
- Assisted in the execution of consumer and trade advertising campaigns and events
- Liaised closely with external agencies in the area of design, public relations, print and event management
- Managed print executions- Brochures, POS and Display materials
- Worked closely with Sales team to support all channel activities
- Aided in the preparation of market, sales and competitor analysis for ongoing reports

Key Skills Event Management, POS, Promotions, Reports, retail

Education and Qualifications

2009 **currently studying - MBS in Marketing**
DCU

2009 **Bachelor/Degree - Marketing**
University of Limerick
