

Aine Barrett

Marketing Executive

W: <http://www.worky.com/aine-barrett>

Hardworking, passionate, creative and competent individual.

Having grown up in a family business this has developed my business acumen and interest in business.

Recently completed an MSc in Marketing Practice preceded by a Bachelor of Commerce both awarded by NUI Galway.

Currently working part time with Galway Bay Seafoods but looking for a full time role and willing to relocate nationwide or to the UK.

Ideal role would be in marketing/online marketing/sales/customer service/PR or admin.

Considering relocating to London in the New Year.

Aine Barrett's Professional Experience

2011 - Present

Galway Bay Seafoods - Marketing Executive

Galway Bay Seafoods has been the premier seafood company in Galway since 1950 consisting of a;

- ~Retail shop
- ~Wholesale
- ~Cookery school
- ~Smoke house

I was placed here for the duration of my Masters and following the completion of my contact I have been kept on part time.

Responsible for the marketing of Galway Bay Seafoods my role includes;

- Website content management
- Social media management
- Event management
- Email marketing
- SEO
- Mobile Marketing
- Relationship building
- Customer Service
- Conducting internal meetings
- Google analytics
- Public relations
- Press release creation and distribution
- Copy writing
- Marketing collateral development

Key Skills

Content Management, Customer Service, Event Management, Marketing, Mobile Marketing, retail, Website content management

2002 - Present

The Sea Rod Inn - Assistant Manager

Family business consisting of a Bar, B&B and a shop which I have been involved in since a young age. Responsible for;

- Website creation and management (currently under construction)
- Customer service

- Monitoring stock levels and replenishment
 - Social media management
 - Bar tending and shop keeping
 - Training
 - Event Management
 - Competitor analysis
 - Keeping up with industry trends
 - Cash handling
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Key Skills bar tending, construction, Customer Service, Event Management

2011 - 2011 **INTL FCStone Inc. - Intern**

Intern role consisting of lead generation of specific companies in Europe for use by the European division of the company.

Aine Barrett's Education and Qualifications

2012 **Masters/PostGrad - MSc Marketing Practice, Marketing
National University of Ireland, Galway**

2011 **Bachelor/Degree - Commerce, Marketing, Management, Economics, Accountancy,
Information Systems
National University of Ireland, Galway**

Aine Barrett's Additional Information

Links

Company Website - <http://www.galwaybayseafoods.com/>

Linkedin Profile - <http://www.linkedin.com/pub/aine-barrett/2a/888/abb>

Interests

Soccer, GAA, general interest in all sports, social media, market trends, mobile technology, travelling, music, festivals.

Awards

EOP Candidate 2012/2013
