

Catherine Gilvarry

Online Marketing - PPC and SEO Expert - Ireland

W: <http://www.worky.com/catherine-gilvarry>

9 years experience in seo, ppc, content editor, social media for leading online travel company

Professional Experience

2001 - Present **Web Reservations International/Hostelworld.com - VP Online Marketing**

2001 - Present **Online Marketing**

I have been working for my present company - a leading online travel website - for 8 and a half years. I currently hold the position of Group Online Marketing Manager with responsibilities for PPC, SEO, Social Media Marketing and VEO. I also manage all content on the site with a content editor and content assistant sitting on my team. I am proficient in Google Adwords, Google Analytics, Word, Excel, Powerpoint. I have also run both Yahoo and MSN (Live) PPC accounts so am familiar with their PPC platforms although Google currently forms about 90% of our PPC activity.

Key Skills EXCEL, google adwords, google analytics, Marketing, Online Marketing, Powerpoint, ppc, search engine marketing, seo, SMO, VEO

Education and Qualifications

1999 **Bachelor/Degree - Journalism**
DCU
