

Claire Anne Keogh

Online Marketing Manager, Dublin - Ireland

W: <http://www.worky.com/claireanne-keogh>

I'm busy with social media marketing, seo, ppc and always researching the next big thing to drive traffic, PR and grow online presence.

Claire Anne Keogh's Professional Experience

2012 - Present **Rehab Group - Executive Assistant to the CEO**

2011 - Present **PMUN Ireland, NY - Executive Assistant**

2009 - 2010 **Worky.com - Marketing**

Responsibilities include:

- The development and execution of customer acquisition programs through online marketing channels, most prominently, SEM, SEO, affiliate, display, social media and email marketing
 - Development of web analytics reports to track conversion and response rates and provided weekly reports with in-depth analysis of marketing campaigns and performance
 - Reiteration of campaigns to optimize and increase conversion rates and made actionable recommendations on how to proceed within the budget and timeline
 - Content development for the website and email marketing campaigns
 - Worked closely with the development team to set up tracking codes allowing relevant data to be reported automatically
 - Worked with the web designers to develop banners, landing pages and other creative content
 - Collaborated with the development team to further develop and improve the visibility of the Company's website on search engines and to enhance the user interface
 - Set up social media marketing campaigns to build brand awareness and credibility
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Key Skills adwords, budgeting, data, internet, Management, Market Planning, Marketing, Merchandising, Online Marketing, Reports, Web Analytics

2005 - 2008 **Mission of Ireland to the United Nations, New York - Private Secretary**

I was the sole contact point internally (Irish Mission & Dept. of Foreign Affairs) and externally (Permanent Missions & the United Nations) for the Irish Ambassador to the United Nations in New York

My main tasks:

- Execution of election campaigns, social events, receptions and dinners, including organising the venue, speakers, attendees
 - Communicating with key decision-makers on behalf of the Ambassador, engaging at high level meetings taking responsibility for follow through as required
 - Management of all communication and correspondence from and to the Ambassador
 - Management of office staff
 - Responsibility for management of the Ambassador's schedule
 - Prioritise and filter reports, documents and emails enabling critical information to be transmitted quickly, following up with appropriate line of action
- Oversee administration/office staff, coordination and delegation of duties

- Travel management – organising travel itineraries of Ambassador/Ministers/Diplomats

Key Skills Administration, development, Event Management, German , Marketing, Organisation, Presentations, Reports, Travel Management

1999 - 2001 **Marketing Executive**

- Responsibility for the growth and development of business levels with key strategic accounts in Europe, i.e. Dell, Cisco. Strategy formulation to successfully achieve forecasted revenue figures of over \$12.5 million
 - Extensive customer visits to create, secure and develop strong working relationships with the aim of maintaining customer loyalty, exploiting new business opportunities and increasing our knowledge of the market
 - Expansion of the existing client base and identification of potential clients through the use of accurate market research, database management, code calling and attendance at trade shows and business forums. e.g. CeBIT, Monte Carlo Integrator Forum
 - Event Management – organising corporate banquets in Ireland and in Europe to communicate strategic plans/ introduce new products and maintain brand awareness
 - Product Management and Marketing – Co-ordinate with Engineering to establish new product release dates, Product knowledge and new applications. Careful co-ordination with Marketing to set up Product launch and to organise the marketing campaign for the OEM market.
 - Worked together with Marketing to design a Website to best suit the OEM Market in Europe
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Key Skills Event Management, OEM Account Management, Relationship Marketing

Claire Anne Keogh's Education and Qualifications

2010 **Diploma - Online Marketing**
Digital Marketing Institute

1999 **Bachelor/Degree - BBS specialising in Marketing and Languages**
Institute of Technology Tallaght

Claire Anne Keogh's Additional Information

Links

<http://ie.linkedin.com/in/clairekeogh> - <http://ie.linkedin.com/in/clairekeogh>

Languages

Spanish - Working knowlege

German - Intermediate

Interests

Reading, Photography, discovering new faces and places.

Awards

Diploma in Online Marketing from the Digital Marketing Institute, Dublin

Certificate in Interior Design, Fashion Institute of Technology, NYC

Certificate in French Studies, L'Alliance Francaise, NYC

Claire Anne Keogh's Recommendations

26th January **Niall Dawson said**

2010

I would like to recommend Claire Keogh, I have worked with her for almost a year now and would be happy to recommend her for any future position.
