

# DarrenODonnell

Graduate of Masters in Business (Marketing)(marketing assistant) - Clonmel, Ireland

W: <http://www.worky.com/darren-odonnell>

I am educated to MBS level. I have a very strong academic background in marketing, business and economics. I have completed an internship in the marketing department for the Clonmel Junction Festival. During my internship I created press releases for both local papers and issued online newsletters to followers of the festival.

I was also trained on Filemaker Pro, a customer data management system where I learned how to segment and target certain customer profiles for sales attempts. Along with this, I was trained up on Ticketsolve.com's online sales management system, where I could track sales and after the festival I could analyse how the festival performed. I was put in charge of website management through the festivals central management system.

After CJF I joined Sepam on a short-term contract as a Recruitment Co-ordinator. I am currently undertaking a freelance role creating a marketing plan for a start up company in the South East.

## DarrenODonnell's Professional Experience

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2011 - Present

### **REXEL INDUSTRIAL - Buyer**

Work Experience

October 2011- Present Assistant Account Manager/Junior Buyer

Merck Sharp & Dohme Ltd., Ballydine, Clonmel, Co Tipperary.

- Responsible for timely and cost effective completion of purchase orders for new & existing products.
- Responsible for updating outstanding orders to keep KPI of stock outs in order.
- Book in products delivered direct to site and notify stores to get necessary paperwork.
- Ensure any change to specification goes through change control process.
- Utilise Maximo (MSD,MRP) and Movex (Rexel MRP) to complete stock orders.
- Ensure realistic dates on purchase orders for data.
- Negotiate with supplier and search for cheaper alternatives to ensure 7% saving is passed to end user.
- Set up products, make price changes & update product descriptions on Movex
- Clear debit notes using Rexel Online supplier portal.
- Expedite product from Europe and USA using UPS, FEDEX and local transport companies.
- Liaised with Merck Stores lead to overcome supply issues and reduce low inventory levels for long lead time expedited products.
- Responsible of contacting sales agents for supply of samples to introduce products to reduce costs.
- Successfully negotiated lower prices on materials without compromising quality or lead time.
- Provide support and assistance to the Receiving, Inspection, and Accounting departments in problem resolution

Key Skills

Computing, Negotiation, Organisational Skills, Planning , PRIORITISING

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2010 - 2011

### **GAME4XTRA - Created a Marketing Plan for start up Company**

I am currently creating a marketing plan for a start up company in Waterford. I recently worked on a marketing plan which included;

Competitor and Industry Analysis

Marketing Strategy

Branding Strategy

Media Plan

Social Media Plan

SWOT Analysis

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Key Skills branding, Drivers, Marketing, Marketing plan, media plan, social media plan, strategy, swot

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2010 - 2010 **SEPAM - Recruitment Coordinator/ Marketing Role**

Recruitment

- \* Maintained the Sepam website, added/ removed current job opportunities
- \* Used Loadzajobs/Monster to locate candidates for interviews
- \* Uniformed all Sepam Job descriptions on various sites
- \* Sent regret letters to all unsuccessful candidates
- \* Forwarded C.V's to relevant offices from central recruitment inbox

Marketing

- \* Carried out and documented market intelligence for the integrated project resource team (IPRT)
  - \* Gathered information and created a presentation for the company business plan
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Key Skills Marketing, recruitment

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2009 - 2010 **Clonmel Junction Festival - Marketing Executive**

Work Experience

(Dec 2009- July 2010) Marketing Manager for the Clonmel Junction Festival

General Marketing

- Brochure material: Prepared and proofed all materials
- Direct Marketing: Targeted "Post a Postcard campaign" to all the Top Ticket Buyers
- Press releases: Prepared for local and national radio
- Price: Negotiated with Radio stations and Newspapers and achieved favourable rates
- Sponsorship: Contacted previous sponsors and sourced new sponsorships

Online Marketing

- Website Management: Regular updates of content, pictures, slideshows etc
- Social Media: Grew the festival's Facebook followers by 400%
- Sales: Managed all online sales
- Advertising: Segmented target audiences & tailored advertisements online
- E-mail newsletters: Created, sent & analysed statistics

Event Management

- Organized and ran successful patrons night
  - Advertising: Organised and dealt with the participants of a Food and Craft fair with 35 stalls in Ireland
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Key Skills adwords, Analytics, Banking, Event Management, housekeeping, Marketing, marketing assistant, online, Online Marketing

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2004 - 2009 **Bulmers - General Operative**

Work Experience

Summers of 2004-2009 Bulmers Ltd Student Scheme

1. Manual Handling Work (Stacking, Packing, Lifting)
2. Quality Control of end of line Production
3. Trained on several Production Machines
4. Completed Health and Safety Course every year
5. Completed Electronic Pallet Moving Truck Course
6. Worked as part of a diverse team

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Key Skills adwords, Health and safety, Marketing, marketing assistant, Online Marketing

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### **DarrenODonnell's Education and Qualifications**

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2009 **Masters/PostGrad - Business (marketing)**  
**W.I.T**

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2008 **Higher Diploma - Management and Marketing**  
**U.C.C**

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2007 **Bachelor/Degree - Economics**  
**U.C.C**

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### **DarrenODonnell's Additional Information**

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#### **Links**

**Website I update - <http://www.junctionfestival.com>**

**Game4xtra..coming Soon - <http://www.game4xtra.com>**

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#### **Languages**

**English** - Fluent

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#### **Interests**

Personal Interests

Sports – I am a keen sports player and Fan, I like to play Soccer, Snooker, Pool, Golf and Pitch and Putt. I also like watching a range of other sports like Rugby, Tennis and the G.A.A sports.

Travelling – I like to travel on holidays each year, so far;

New York, San Francisco, Los Angles, Brussels, Birmingham, Liverpool, Faro, Salou, Lisbon, Crete and Gran Canarias.

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