

Debbie O'Halloran

Experienced Web Content Manager - Ireland

W: <http://www.worky.com/debbie-ohalloran>

Award-winning web editor with excellent research, writing and creative skills.
Excellent relationship builder, with superb communications skills, and genuine charismatic nature.

Having worked in Online Publishing for the past ten years, and with some of Ireland's top websites, I am currently setting up my own website www.webwriter.ie.

My services include Web Content Writing & Management Solutions, SEO Copywriting, Social Media Writing (Blogs, Forums, Social Media Sites), E-Newsletter Copywriting, and News & Online Press Release Copywriting.

My portfolio expands from property and construction to hospitality websites. I am currently managing the Social Networking for The Twelve Hotel in Galway and The Restaurant Association of Ireland.

Debbie O'Halloran's Professional Experience

2009 - Present

Goodwins Builders Providers - E-Marketing Editor/Journalist

- Planning the layout and structure of the new website
- Developing and publishing web content for sales and marketing purposes.
- Creation and distribution of email marketing to communicate with markets.
- Designing new e-commerce solution enabling clients to buy products online.
- SEO Copywriting and improving search engine rankings.

Key Skills Marketing, publishing

2008 - 2009

Debbie O'Halloran - Freelance Journalist

I worked on a freelance basis for a number of publications including:

- Irish Mail on Sunday: Undertaking investigative research into overseas property market in Bulgaria.
- Social & Personal Magazine: Contributing Features Writer

Key Skills journalist, Writer

2008 - 2009

Independent News & Media - Digital Editor

- Designed, developed and delivered the content base and concept for [LoadzaJobs.ie](http://loadzajobs.ie):
<http://careeradvice.loadzajobs.ie/>
- Populated websites with over 3,000 articles, written by myself and sourced from industry experts in the field.
- Launched and developed Ireland's first Online Recruitment Fair www.jobsfair.ie
- Initiated and orchestrated the concept for Ireland's first Online Education Fair www.supportingcareers.ie
- Produced and directed new media content for Independent Digital websites including podcasts, videos and Interactive Live Chats.
- Initiated and instrumented key revenue platforms on the site; e.g. Post A Job, Email Alerts, sponsorship of Newsletters.
- Demonstrated sales support; e.g. setting up Testimonial Sections for clients to aid sales team.
- Initiated and liaised with key specialists, experts and media contacts.
- Wrote Press Releases, Marketing copy & content for Web 2.0 strategy: Twitter, Facebook, LinkedIn.
- Through contacts and networking, produced a high-definition YouTube viral video for new Online Marketing Campaign, completely free of charge.
- Hired & Managed Online Marketing/SEO Expert and developed my own personal skills in this area.
- Implemented and ensured Search Engine Optimisation principles were implemented throughout all websites with a limited budget.
- Regular Column for The CIPD Magazine.
- My articles have been published on leading websites; to name a few IDA Ireland, Independent.ie, Eircom.net, National College of Ireland and Campus.ie.
- Assumed the role of Career Surgeon, answering career dilemmas of readers and hosting the first ever

monthly Careers Chat online.

Key Skills .NET, digital, editor, HTTP, Marketing, Networking, Online Marketing, recruitment, strategy

2000 - 2007 **IrishJobs.ie - Group Editor-in-Chief**

Largest independent online recruitment company in the world with offices in Ireland, the UK, Europe, the U.S.A., China, India, South Africa, Dubai and the Caribbean.

As editor of IrishJobs.ie, I produced and developed all editorial content.

- This entailed developing story ideas, writing regular news/features to deadlines, researching articles, editing copy and commissioning freelancers.
- Responsible for the editorial content on our sister sites including NIjobs.com, CaribbeanJobs.com, MyWelshJobs.com, ScottishJobs.com, RecruitGulf.com and CandidateManager.net. This involved travel to our international offices for research purposes.
- Produced a broad range of Ezine Newsletters for the Group's portfolio of websites.
- Produced the HR Zone, an online magazine for our clients covering HR and recruitment issues.
- Broke a number of stories which were picked up by the national media including Irish fathers having no rights to paternity pay, World Cup sickies and the highest salaries in the EuroZone.
- Responsible for the syndication of editorial content on leading websites like RTE.ie, Rollercoaster.ie, IrishAbroad.com, Jobseekersadvice.com and Eircom.net.
- After consultation with Denis O'Brien, Chairman, I was commissioned to compile and write a series of guides on disability and work to mark the Special Olympics in 2003. This was in partnership with Enable Ireland who distributed the guides nationally. IrishJobs.ie subsequently won an O2 Ability Award for our work in promoting employing people with a disability.
- Produced the National University of Ireland's Annual Salary Survey for Graduates, which is published every year in their Career Magazine.
- Single-handedly spearheaded IrishJobs.ie's entry for the first time to The Top 50 Best Companies to Work for in Ireland in 2006. I was given a two-year timescale to achieve this highly prestigious accolade, but managed to win the Award in 6 months.
- Commissioned by Enable Ireland this time to write a guide for employers on assistive technologies (AT) for the workplace. The guide was launched on the International Day of People with Disabilities by Minister of State Tom Kitt. The only guide of its kind in Ireland, IrishJobs.ie scooped another O2 Ability Award. This guide is also available online at http://www.enableireland.ie/at/pdfs/at_employment_guide.pdf.
- After gaining promotion, I was responsible for revamping the editorial section of IrishJobs.ie. I launched WorkWise , a slick new online magazine.
- In charge of a team of 5 people and up to 20 external contributors across the content team.
- One of the main changes in this role was to identify opportunities to link editorial content to sales and advertising opportunities. I would regularly meet clients with my Sales Manager to increase sales.
- Increased revenue by 10% through introducing banner advertising and advertorials.
- Following on from the success of WorkWise, I introduced a new feature called Ask the Experts. I created a panel of experts across all websites, offering advice on different areas ranging from tax to interviews. This resulted in an increase of 25% in traffic to the site.
- Responsible for Website Analytics which included tracking page impressions, visits and users, SEO as well as strategically managing Google AdWords campaigns.
- Contributed to making IrishJobs.ie the number 1 think tank on work and recruitment-related issues. Working with our PR company, I regularly undertook surveys, received substantial media coverage.
- Generated PR for IrishJobs. I was interviewed for my opinions on work-related issues in press, radio & TV - the most notable an appearance on RTE's Seoige & O'Shea. I've been published in newspapers & magazines including U, The Farmer's Journal, The Irish Examiner & The Star.

Key Skills .NET, adwords, Content Management, Editorial , HTTP, Online Publishing, recruitment, Sales Manager, seo, Tax, Writing for the web

1998 - 2000 **Magpie Magazine - Features Writer**

Features & Property Writer, Magpie Magazine, Galway Monthly lifestyle magazine for the West of Ireland printed by the Advertiser Newspaper Group.

- Compiled Property News & Features for The Home Pages Section of the magazine.

- I was an ideas-generator, contributing original features.
- Secured permission from the Garda Press Office to go « on the beat » with Gardai in Sligo and this feature made the cover of the magazine.

Key Skills **Writer**

1998 - 1998 **The Star - Reporter**

Internship/Junior Reporter, The Star, Dublin

The Irish Daily Star Newspaper is a tabloid newspaper publishing six days a week.

- My exclusives included a story on the double wedding of twins, research into Irish drivers paying highest car tax in Europe, and uncovering the problem of underage drinking in Dublin city pubs.
- Compiled the TV listings every week for Saturday's paper.
- Supervised the Exam Desk Column on the newspaper, which covered the reaction of students and teachers to the Junior & Leaving Cert test papers.
- Conducted Vox Pops on topical issues of the day.

Debbie O'Halloran's Education and Qualifications

2000 **Diploma - Employment Law**

choose the institution...

1998 **Bachelor/Degree - Journalism**

DCU

1993 **Bachelor/Degree - English, Sociology & Politics**

NUIG

Debbie O'Halloran's Additional Information

Links

Digital Editor of this website - <http://careeradvice.loadzajobs.ie/>

Online Content Manager - <http://www.jobsfair.ie>

Best Workplaces in Ireland 2009 - <http://www.bestworkplaces.ie>

Digital Editor - <http://www.supportingcareers.ie>

The Twelve Hotel - <http://www.facebook.com/thetwelvehotel?ref=ts>

AK Property Services - <http://www.akproperty.ie/blog>

Goodwins Builders Providers - <http://www.goodwins.ie>

Interests

- Skiing, Travelling, Overseas Property, Chick-lit, the Internet, Fashion, Cinema, Interior Design.
 - Volunteer Work: November 2005, took a one-month unpaid "Career Break" to volunteer in a Monkey Sanctuary in the South African bush, where I undertook PR work for the Vervet Monkey Foundation.
 - Regular Speaker at "Careers in the Media" Seminar in NUI, Galway.
 - Most of all, I like to write about my experiences, and one day hope to write a novel.
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Awards

Software: MS Office, Mac OS X, Content Management Systems, Contribute, WordPress, Drupal, Expression Engine, MS FrontPage, DreamWeaver, PhotoShop, HTML, PHP.

Online Media: SEO Writing, Online Marketing, Google, E-Commerce.

Miscellaneous: Shorthand 80wpm, Word Processing 60wpm, Diploma in Employment Law, TEFL Certificate.
