

Eoghan Geoghegan

Marketing Coordinator - Santa Monica, United States

W: <http://www.worky.com/eoghan-geoghegan>

SoLoMo = Momentfeed.com

Achieved a Honors in B.Sc.in Business and Management D.I.T and just moved out here to California to get my foot into some exciting new tech start-ups and start my post degree career

Achieved a Honours in B.Sc.in Business and Management D.I.T and have begun working in a small online firm.

Specialism (year 4): Strategic Marketing, Online Marketing and Marketing Communications.

Project work: Final Year Dissertation- Researched the power and evolution of word of mouth marketing and viral marketing and how a successful implemented strategy can heed great benefits, with a particular close study of Apple's marketing strategy's and implementation.

Eoghan Geoghegan's Professional Experience

2011 - Present **Momentfeed.com - Marketing Coordinator**

2011 - 2011 **SL Works - Venice CA - Account Coordinator (Contract role)**

- Assist Account Managers in client relationship growth and management.
 - Handle all online campaign testing, launches and monitoring
 - Monitor multiple online campaigns with regular reporting.
 - Establish and develop new business goals to improve performance and enhance revenue
 - Business has recently been sold as a going concern and is now in the process of relocation.
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Key Skills Organizational , Coordination , Networking , Administration , Marketing , Copy Writing

2010 - 2011 **Raw condition fitness - Marketing Assistant**

Marketing Assistant - (April 10 - May 11) Raw Condition fitness facility, Camden Court , Dublin 2

- Promote and Market the fitness club around different college campuses.
 - Build brand awareness of gym and encourage new marketing and sales techniques.
 - Engage in managers meetings with marketing ideas to the fore.
 - Approach and negotiate with student bodies advertising space and permission to run on-campus events.
 - Update and manage business's online presence, including social networking sites and online forums.
 - Distribute promotional literature around campus.
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Key Skills Fitness , health , marketing assitant , marketing co-ordinator , gym , networking , Campus promotions , event management., Marketing, marketing assistant, Networking, promotional

2009 - 2011 **Apple Inc. - Campus Representative**

Apple Campus Representative - (Oct 09 - June 11) - Apple

- Promote, market, display and demonstrate Apple products, education discounts and offers all over Dublin.
- Complete and undertake online Apple product online sales training modules.
- Plan, co-ordinate and manage events on campus, including presentations and competitions.
- Co-ordinate with student union societies to run successful events together.
- Network with College faculty and students union office to ensure maximum exposure to DIT staff and students.
- Complete weekly activity reports and partake in conference calls with other campus reps and Apple education directors.
- Conduct online marketing through social networking accounts and emailing lists.
- Create and administer presentations on a very regular basis.

Key Skills Apple , Marketing , Representative , Communications , Networks , promotional , Co-ordination , Event management, Networking, Online Marketing, promotional, Reports, REPS

Eoghan Geoghegan's Education and Qualifications

2011 **Bachelor/Degree - Marketing and Strategic Management**
Dublin Institute of Technology

Honours B.Sc in Business and Management - 2:1 Award (2011) - Dublin Institute of Technology, Aungier Street.

Modules completed:

Marketing Management, Information Management, Market Research, New Venture Creation, International Economics, Strategic Management, Strategic Marketing, Human Resource Management, Business Law, Operations Management. Marketing Communications, Enterprise studies and Small business management.

Thesis Subject Matter :

Integrated Marketing Communications, Word of Mouth and Viral Marketing with a contextualization study done on Apple.

Course Reference : DT365 - Business and Management

Apr 2010 - Aug
2011

Ground4d Marketing group - Intern

- Responsible for end of academic year Apple on Campus campaign.
- Compiled and reported on end of term sales targets to Apple execs.
- Managed a team of 6 with sales up from 08/09 year 40% on average across all colleges.
- Coordinated other promotional campaigns with brands such as O2, Rowantrees, Coors and Heineken.
- Designed promotional print artwork and online social networking accounts.

Eoghan Geoghegan's Additional Information

Links

Worky Profile - <http://www.worky.com/eoghan-geoghegan>

Linkedin Profile - <http://www.linkedin.com/pub/eoghan-geoghegan/17/6a9/148>

Memberships

Business and Marketing Society - Dublin Institute of Technology

Subscriber to Time Magazine, The Economist and Beano Comics!
