

Eóin White

A creative soul with experience in tourism, marketing, project management and travel writing. - Ireland
W: <http://www.worky.com/eoinwhite>

Currently looking for a new challenge. Not just a job but the beginning of a career and something that I can sink my teeth into and get excited about. I'm extremely enthusiastic about every role that I pursue and am never happy to wear blinkers and just focus on myself - I want the company as a whole to benefit from my work, my thoughts and my practices.

For the last year I've been travelling around the world, having the time of my life, but now it's time for me to settle down. My skills lie in creative marketing and anything related to travel, one of my biggest passions, while I'm also trying to further develop my writing skills having written travel pieces for hostelworld.com and hostels.com in the past.

Professional Experience

- 2011 - Present **Linkedin.com - Marketing Coordinator EMEA**
- Campaign management, coordinating between marketing and sales development team, liaising with external vendors.
 - Managing internal and external creative communication processes, competitor monitoring and reporting, maintaining budget and marketing expenses records.

Key Skills Marketing, Sales Development

- 2010 - 2010 **Freelance Travel Writer**
- Being a backpacker with an eye for a bargain and a keen interest in travel writing hostelworld.com employed me to create Free Pocket Guides for their websites countless customers based on my experiences in some of Australia's favourite backpacker locations.
- My guides to Byron Bay, Surfers Paradise, Airlie Beach and Cairns can be found here:
<http://www.hostelworld.com/pdf-guides.php>

Key Skills hostelworld.com, HTTP, PHP, Travel writer

- 2008 - 2009 **Hostelworld.com - Marketing Executive**
- During my time working for Hostelworld.com I was a member of the small marketing team that keeps this backpackers favourite in the public eye. I assisted in online campaigns, physical merchandise, content management/creation and on-site representation at trade fairs.
- Given the role of reviving hostels.com (hostelworld.com's sister site) prior to a site face-lift I used online social media marketing techniques to create buzz about the website and promote it as a more user-generated friendly portal. Through the use of facebook, twitter and online forums I took my first tentative steps into the social media marketing world, long before it became en vogue to do so.

Key Skills Content Management, hostelworld.com, hostels.com, social media marketing, marketing

Education and Qualifications

- 2008 **Bachelor/Degree - Tourism Marketing**
Dublin Institute of Technology
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Additional Information

Links

My Travel Blog - <http://www.eoinwhite.wordpress.com>

My Tweets - <http://twitter.com/EoinWhite>

Interests

I love to travel, talk about travel, write about travel and inspire other people to travel. During the times when I'm saving for my next trip I can usually be found playing, or training for, soccer with my local team. I like to keep active and get out of the house which is why cross-country running and mountain climbing appeal to me so much and why I'm not sure I could ever live in a very large city.

Every now and then I like to test my hearts health by doing things like skydives, bungee jumps, canyon swings or hang-glides. So far, so good.

When I am stuck indoors I love to experiment cooking or baking new things and someday I'll actually give into temptation, climb into the attic and take down all of my old lego.

Awards

SEMPO Institute Diploma in Search Marketing
