

Isabel O'Donovan

Managing Director of Issie's Handmade Chocolate

W: <http://www.worky.com/isabel-odonovan>

I am self driven, focused and motivated. I believe in quality customer service and I am extremely involved in marketing, PR, and building brand awareness. I enjoy networking and building the online presence of Issie's through social media. I relish a challenge. I am customer focused and I am very experienced in direct sales. My experience is primarily in SME's. I enjoy Market Research and Sales Psychology. I have over 20 year's experience of being self-employed. I am interested in new business start up's. I am involved in Social Media on a daily basis. I am keen to build and establish the "Issie's" Brand. I enjoy Strategy Planning and Implementation. I am very interested in FMCG, Sales and Marketing. I am a perfectionist and I always put in that extra effort to meet sales targets.

Isabel O'Donovan's Professional Experience

2013 - Present **Issie's Business Consulting - Sales, Business and Retail Consultant**

I now offer Sales and Business Consulting Services to Small and Medium Sized Businesses. I specialize in Artisan Producers, Business Start Up's, Social Media, Business Plans, Mentoring. I am especially interested in owner/manager businesses, retail businesses and increasing your sales. Please contact me to organize a consultation regarding business Start Up's, business plans, social media, SWOT Analysis, competitive strategy, Porters Five Forces, artisan products, branding and mentoring.

Key Skills retail, strategy

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2010 - Present **Issie's Handmade Chocolate - Managing Director**

Issie's Handmade Chocolate make delicious, Irish, artisan chocolate bars and chocolate sweets. We have a shop in the heart of West Cork, Castletownbere, where we sell homemade ice-cream, old time sweets, tea, coffee, and chocolate galore! We believe in quality treats and happy memories created the Issie's way! Issie's Handmade Chocolate Shop is delighted to be listed in the John and Sally McKenna Guide for 2013. Issie's featured on RTE's Dragons Den and Nationwide.

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2009 - 2010 **Unislim - Weight Management Leader**

Leader of a slimming club. My duty was to motivate members to loose weight. Sales and customer service critical. Also, building brand awareness, local marketing and PR.

Key Skills Customer Service, Customer Service, Marketing

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Key Skills	Customer Service, Customer Service, Marketing
2005 - 2009	Issie's Boutique - Sales Manager Responsible for direct sales, marketing, buying, PR, branding, stock control and accounts.
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2005 - 2005	Harringtons Hardware. - Office Administrator Responsible for the cash office. Duties included phone management, customer care, invoicing, monthly reports, customer care, till organisation.
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Key Skills	customer care, Invoicing, Reports
2003 - 2004	Dunnes Stores - Cash Office Administrator Cash management and office duties.
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2001 - 2003	HLB Nathans Accountants - Trainee Chartered Accountant Trainee Chartered Accountant. Did accounts of sole traders and companies. Passed all Prof Two Examinations, subjects included Company Law, Financial Accounting, Management Accounting and Business Finance 1, Business Information Systems, Taxation (ROI).
Key Skills	Accountant, Chartered Accountant, finance, Financial Accounting, Management Accounting, Taxation
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Isabel O'Donovan's Education and Qualifications	
2014	Bachelor/Degree - Master of Business Administration (MBA), Business Administration and Management, General

Griffith College Limerick

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- 2010 **Bachelor/Degree - Certificate in Advance Food Management,**
West Cork Enterprise Board
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West Cork Enterprise Board
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- 2008 **Bachelor/Degree - Diploma (hons), Image Consulting.**
The Institute of Image Consulting
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- 2003 **Bachelor/Degree - Trainee Chartered Accountant, Professional One & Two Exams**
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- 2001 **Bachelor/Degree - BBS (hons), Business Studies**
Cork Institute of Technology
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Isabel O'Donovan's Additional Information

Links

Company Website - <http://www.issieshandmadechocolate.ie>

Blog - <http://issies.blogspot.ie/>

Linkedin Profile - <http://www.linkedin.com/pub/isabel-o-donovan/21/979/68>

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Interests

Horse riding, charity work, networking, fitness.

Awards

Guest Speaker at Cancer Fundraisers.

Motivational Speaker to cancer patients.

Appeared on RTE's Dragons Den.

Featured on RTE's Nationwide.

Skin Cancer Survivor.

Breast Cancer Survivor.
