

akkav1

Market Research and SEO Specialist - Ballinasloe, Ireland

W: <http://www.worky.com/profile-akkav1>

akkav1's Professional Experience

2011 - Present

Kavanagh Ltd - Market Research and SEO Specialist

SEO

- Keyword Research,
- Link Building,
- Competitive Analysis,
- Website optimization Services, and Content Development.
- Online Public Relations/Press Release Optimization,
- Local Search Optimization,
- Reporting/KPIs.

Market Research

- Web Marketing Analytics,
- Quantitative Market Research,
- Qualitative Market Research.

Social Media

- Social Media Account creation,
- Target Marketing on Social Network Sites,
- Executing Social Marketing Campaigns.
- Monitoring Social Media channels and responding to Customer Support queries and problems.
- Moderating on Social Media channels if necessary.
- Monitoring company perception across multiple Social media platforms.
- Highlight process improvements.

Project Management

- Creates and executes project work plans and revises as appropriate to meet changing needs and requirements.
- Identifies resources needed and assigns individual responsibilities.
- Manages day-to-day operational aspects of a project and scope.
- Reviews deliverables prepared by team before passing to client.
- Effectively applies our methodology and enforces project standards.
- Prepares for engagement reviews and quality assurance procedures.
- Minimizes our exposure and risk on project.
- Ensures project documents are complete, current, and stored appropriately.
- Project Accounting Tracks and reports team hours and expenses on a weekly basis
- Manages project budget.
- Determines appropriate revenue recognition, ensures timely and accurate invoicing, and monitors receivables for project.
- Follows up with clients, when necessary, regarding unpaid invoices.
- Analyzes project profitability, revenue, margins, bill rates and utilization.

Key Skills

Quality Assurance, customer support, invoices, Invoicing, KPIs, Marketing, Project Management, Reports

2011 - Present

Self-Employed - Owner, Market Research, Project Management, Social Media and SEO Specialist

I am currently working as an independent contractor, with several different companies, focusing on Market Research, Project Management, Social Media and Search Engine Optimization for website. The work involved in these fields is project orientated, income is based on a client-to-client basis depending on the needs of the business

Key Skills Project Management, SEO, Social Media, Project Management

2010 - 2011 **Monkey Business Bar - Owner/Operator**

The Bar was a small property with the capacity of 50-75 people, serving customers from 9 am until 3 am, this includes food from a wide selection. Some cocktails were required, 3 addition part-time staff members. Annual turnover of 78,000 a year (in Spain this is a large amount).

My key duties include:

Over-seeing the Bars Operations to ensure that they are running to company standards.

Customer service, Cleaning of the bar, and kitchen.

Accounts, P/L, GL, A/R, A/P. costing, budgets,

Cooking food to highest quality, introducing standard practises, such as Health & Safety.

Managing staff roistering and internal staff issues and disputes

Key Skills Operations Management, Accounting,, Operations Management, Accounting, Customer Service

2009 - 2011 **Monkey Business, Kavanagh LTD, - Owner**

Reason for leaving Sold Business

The Bar was a small property with the capacity of 50-75 people, serving customers from 9 am until 3 am; this includes food from a wide selection. Some cocktails were required, 3 addition part-time staff members. Annual turnover of 78,000 a year (in Spain this is a large amount).

My key duties include:

Over-seeing the Bars Operations to ensure that they are running to company standards.

Customer service, Cleaning of the bar, and kitchen.

Accounts, P/L, GL, A/R, A/P. costing, budgets,

Cooking food to highest quality, introducing standard practises, such as Health & Safety.

Managing staff roistering and internal staff issues and disputes.

Project work included:

Dealing with suppliers. To find the best price and perks available.

Creating and costing, the menu's and special drinks were on a weekly rotation I was responsible for creating the menus and costing all ingredients.

Promotions. I set up new events that would increase revenue, this included "pool and poker night", "The

Hamburger challenge" and "Games Night". I also was responsible for the advertising of these nights.

Redesigning the Image. I redesigned the image of the bar, into a more welcoming establishment, during the days

we promote the premises as a family bar with food available, at night we pushed the idea of a younger, fun bar

with music, bar snacks, pool and a good time for the younger people increasing sale by 40%.

Key Skills Cleaning, cooking, Customer Service, Promotions, serving customers

2009 - 2010 **Mantra Garden Bar and Niteclub - Manager**

This property is a 30,000 square foot venue, with an 8,000 square beer garden, there are 5 public bars and a VIP bar give a total of 6 bars, with a capacity of 2200-2500. Seeing over 10,000 customers a week. With an annual turnover in the range of 10 million. Number of employees ranged from 50 core contracted and 25-30 part-time. Departments which were under my supervision included Bar, Cocktail bars, Promotions, Kitchen, Restaurant staff, and Housekeeping. A team of four managers including myself.

Employee training responsible for Induction, Health and Safety, Manual Handling, Safe Food Handling, Safety

Awareness, Fire training, job-specific training.

Departmental Budgeting, Costing in each department, Wage ratio. Along with the head chef costing of menus.

All admin duties including payroll, creating and maintaining personal files, P/O, A/R, A/P, Banking, Money

exchange. Nightly and Weekly earnings reports

Internal stock takes, ordering for different department, maintenance of acceptable stock levels.

Liaison with Customers for Special events, advertising, marketing, promotions. Investigation of on-site accidents, food related incidents. Internal management reporting on site issues and recommendations. Day to Day running of the property as part of a team of managers.

Key Skills Banking, budgeting, Chef, head chef, Health and safety, housekeeping, Manual Handling, Marketing, Payroll, Promotions, Reports, restaurant staff, restaurant staff, , supervision

2009 - 2010 Sheffs LTD TBA Mantra Garden Bar and Nightclub. Maynooth - F&B/Day Manager

This property is a 30,000 square foot venue, with an 8,000 square beer garden, there are 5 public bars and a VIP bar give a total of 6 bars, with a capacity of 2200-2500. Seeing over 10,000 customers a week. With an annual turnover in the range of 10 million. Number of employees ranged from 50 core contracted and 25-30 part-time. Departments which were under my supervision included Bar, Cocktail bars, Promotions, Kitchen, Restaurant staff, and Housekeeping. A team of four managers including myself.

Main Duties

Employee training responsible for Induction, Health and Safety, Manual Handling, Safe Food Handling, Safety Awareness, Fire training, job-specific training.

Departmental Budgeting, Costing in each department, Wage ratio. Along with the head chef costing of menus.

All admin duties including payroll, creating and maintaining personal files, P/O, A/R, A/P, Banking, Money exchange. Nightly and Weekly earnings reports

Internal stock takes, ordering for different department, maintenance of acceptable stock levels.

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Investigation of on-site accidents, food related incidents.

Internal management reporting on site issues and recommendations.

Day to Day running of the property as part of a team of managers.

Project work included:

Dealing with suppliers. The main duty here was to reduce cost, on cleaning product alone I was able to save in the region of 24,000 Euros.

Creating a new menu with the head Chef, while the duty of costing the menu fell to me.

I was tasked with up keep of the website, facebook, and online marketing. Also liaising with the printers in production of any advertising material.

One major project that I was responsible for was organising the VIP after party for the NUI Maynooth Fashion show, this was a large event with over 500 customers in the VIP area and nearly 1000 in the rest of the club. This included set-up for photo shoots and special drinks for the night.

2008 - 2009 Lemongrass Restaurant - General Manager

Reason for leaving Made redundant due to company going out of business

The Restaurant had a capacity of 80-95, seeing 250-400 customers' pre-week, while also offering take-away and delivery service. Number of employee's front of house nine not including myself, four chefs, two KP's. With an annual turnover ranging from 260,000 to 500,000 Euros.

Day to Day running of the Restaurant, including performance of staff, analyzing and planning Restaurant sales levels and profitability, organising marketing, promotion events and discount Schemes.

Reporting to head office and owner, end of week and night reports on sales, staff budgeting, in house I created

P/L goals, staff development with weekly meetings, planning and coordinating menu.

Management of suppliers, staff, work rosters and menus.
Liaison with customers on all aspects on service, and quality of food and drinks.
Insuring that a high standard of housekeeping was maintained both front and back of house at all times.
Management of budgets, invoicing, expenses, working stock and cash.
Date December 2007 March 2008

Key Skills budgeting, housekeeping, Invoicing, Marketing, Reports

2008 - 2009 **Lemongrass Restaurant, Maynooth - General Manager & Food and Beverage Manager**
The Restaurant had a capacity of 80-95, seeing 250-400 customers' pre-week, while also offering take-away and delivery service. Number of employee's front of house nine not including myself, four chefs, two KP's. With an annual turnover ranging from 260,000 to 500,000 Euros.

Day to Day running of the Restaurant, including performance of staff, analyzing and planning Restaurant sales levels and profitability, organising marketing, promotion events and discount Schemes.
Reporting to head office and owner, end of week and night reports on sales, staff budgeting, in house I created
P/L goals, staff development with weekly meetings, planning and coordinating menu.
Management of suppliers, staff, work rosters and menus.
Liaison with customers on all aspects on service, and quality of food and drinks.
Insuring that a high standard of housekeeping was maintained both front and back of house at all times.
Management of budgets, invoicing, expenses, working stock and cash.

2007 - 2008 **Rathsallagh Country House and Golf Club - Beverage Manager**
room service, 1 main house bar, 18 Golf course (rated in the top 30 golf courses in Ireland), Club house a bar, and banqueting hall. Departmental employees number 4 bar staff, 8 wait staff.

Management of suppliers, staff, work rosters and wine in cooperation with the Sommelier Nigel Donnan.
Cash handling, Customer service, general bar duties, Wine service and training of staff.
Management of budgets, invoicing, expenses, working stock and cash.
I was also posted in the club house over the winter, were along with another manger we coordinated events, day-to-day running of the club house. Including overseeing housekeeping, tee off times, bookings, and Sunday Carvery.

2006 - 2007 **Rathsallagh Country House and Golf Club - Beverage Manager**
Reason for leaving Personal reasons

This 4* multi-award winning property, with 31 rooms, 1 Fine dining restaurant, 2 drawing rooms with high tea service, room service, 1 main house bar, 18 Golf course (rated in the top 30 golf courses in Ireland), Club house a bar, and banqueting hall. Departmental employees number 4 bar staff, 8 wait staff.

Management of suppliers, staff, work rosters and wine in cooperation with the Sommelier Nigel Donnan.
Cash handling, Customer service, general bar duties, Wine service and training of staff.
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Key Skills Banqueting, bar staff, Customer Service, housekeeping, Invoicing

2005 - 2007 **Van Der Heyden Vineyards, - Marketing /HR/Finance/Tasting Room Manager**

This Vineyard is a family owned boutique winery, with just over 40 acres of vines, a small operation there were only 9 employees, producing 24 different wines since 1984, seeing over 100,000 customers a year, catering for private events, a large wine club with over 700 members, and an annual turn-over in the region of 3 million.

Employee training responsible for Induction, Health and Safety, Manual Handling, Safety Awareness, Fire training, Wine training, job-specific training.
Departmental Budgeting, Costing in each department, Wage ratio.
TTB reports, customs and excise tax, state and federal tax returns.
Growth reports, Crush reports, Bottling reports, Sales reports, Label registration.
All admin duties including payroll, creating and maintaining personal files, P/O, A/R, A/P, GL, Bank Reconciliations , Money exchange. Nightly and Weekly earnings reports
Internal stock takes, ordering for different department, maintenance of acceptable stock levels.
Liaison with Customers for Special events, advertising, marketing, promotions.
Investigation of on-site accidents, health and safety officer for property.
Representation to restaurants, wholesalers, stores, in and out of state sales.
Day to Day running of the property as part of a team.
Liaising with accountants on all tax issues,
Liaising with wine club director on all shipment, events, and advertising.
All computer related issues.
Head of PR and tasting room sales team.

Project work included:

Increasing B2B sales, within one year of the go ahead on the B2B department I had increased the number of clients from 2 to 12 and six out of state wholesalers this was through cold calls, warm calls and persistence's. These sells increased revenue by 150,000 per year.

Constructing a new wine library, along with a complete stock take and reconstruction of stock for the previous 25 years.

I was tasked with up keep of the website, facebook, and online marketing. Also liaising with the printers in production of any advertising material.

I was also responsible for the installation of a new T1 system and an up-dating the cash system in place, along with creating a new filing and record system.

2001 - 2006 **Van Der Heyden Vineyards - Compliance Officer, Marketing and Tastingroom Manager**

This Vineyard is a family owned boutique winery, with just over 40 acres of vines, a small operation there were only 9 employees, producing 24 different wines since 1984, seeing over 100,000 customers a year, catering for private events, a large wine club with over 700 members, and an annual turn-over in the region of 3 million.

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Liaising with accountants on all tax issues,
Liaising with wine club director on all shipment, events, and advertising.
All computer related issues.
Head of PR and tasting room sales team.

Key Skills Bank Reconciliations, budgeting, Catering, Health and safety, Manual Handling, Marketing, Payroll, Promotions, Reports, sales reports, Tax

akkav1's Education and Qualifications

2014 **Bachelor/Degree - BSc, Multimedia**
Dublin City University

We have just finished a course in the creation, of html5 based websites, and viral videos for we distribution.

2006 **Higher Diploma - Humanities and Fine Arts,**
Napa Valley College.

2006 **Bachelor/Degree - AA, Social Sciene, Fine Arts, Humanities, General Education**
Napa Valley College

2006 **Higher Diploma - General Education**
Napa Valley College.

2003 **Bachelor/Degree - AA, Criminal Justice:Corrections, Law Enforcement**
Solano Community College

2000 **Bachelor/Degree - As-levels, Biology, Photography, ICT, Law**
Armagh College

akkav1's Additional Information

Links

Linkedin Profile - <http://www.linkedin.com/pub/aaron-kavanagh/13/4b/b53>
