

# Susan Humphreys

Graduate Marketing Professional with buckets of experience  
& enthusiasm! - Limerick, Ireland

W: <http://www.worky.com/susan-humphreys>

## Susan Humphreys's Professional Experience

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### 2012 - 2012 **University of Limerick - Marketing Assistant**

Analyse and critically evaluate current marketing methods adopted by the Kemmy Business School

Develop and co-ordinate marketing activities for various departments within the KBS

Explore new customer segments through extensive market research and tailoring both offline and online marketing strategies to maximise exposure in new markets

Formulate and execute SEM campaigns for established Executive Education programmes

Clarify branding issues within the KBS and propose a strategy for going forward

Conduct feasibility studies and determine positioning and differentiation strategies for the new Exec Ed department

Negotiate funding for new Exec Ed programmes and formulate proposals for marketing campaigns

Liaise with the Dean of the KBS and other Heads of Department to ensure execution of activities is both appropriate and coherent with the University's strategic plan.

Results: €60,000 + in revenue for a sub-department; significant rise in student numbers (numbers vary between courses)

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Key Skills adobe photoshop, Branding & identity, Co-ordination of activities, Database building, Go-to-market strategies, market research, market segmentation, Marketing, Marketing plans, Microsoft Office, New Business Development, Online Marketing, presentation skills, Report Writing, SEM, seo, social media marketing, Web Analytics, Web management

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### 2011 - Present **The NextGen Group - Marketing Executive**

Research new market segments & source points of contact & develop database accordingly

Planning & execution of new telemarketing campaign

Selection of appropriate telemarketing partner

Create distributor product sheets, price lists & package bundles

Source sales collateral for key industry segments and create vertical solutions for each

Redesign entire NextGen website

Results to date: \$40,000 in revenue;

six new market segments identified and campaigns planned and ready to launch for each;  
10 TQLs (target was 5) - each TQL can generate between \$5,000 and \$10,000

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Key Skills adobe photoshop, BANT Criteria, Branding & identity, Client Presentations, Co-ordination of Activities, Content Management, Go-to-market strategies, Liaising & influencing key personnel (CEO, company directors etc.), market research, market segmentation, Marketing, Microsoft Office, Modern Malware Services, Online Marketing, People management, pricing, SEM, social media marketing, telemarketing, TQL Assessment, Web Analysis, Web Analytics, web design, Web management

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### 2006 - 2012 **Dorothy Perkins - Supervisor**

Responsible for opening and closing the store, cash management, and daily and weekly reporting  
Understanding daily and weekly targets; hold meetings at start of day to brainstorm ideas for driving sales and exceeding targets

Delegate tasks to team members and provide support for them where needed (team of 4-6 people)

Teaching and training

Stock control: knowing which lines are selling well and ensuring such lines are ordered and will be delivered with the replenishment deliveries on Mondays

Encourage and reward excellent customer service at all times

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Key Skills Buying, Customer Service, Delegation, Mentor, problem solving, Teaching & training, team leader, Team Player, Tenure

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2009 - 2010 **Avon Cosmetics - Sales Representative**

Direct selling of their catalogue range of cosmetics – during this time I built a solid customer base with a repeat purchase rate of over 60%

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Key Skills Client management, Customer Service Development, market segmentation, Networking, Personal Selling, relationship management, Self-management

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2009 - 2010 **LGE (Europe) Ltd. - Market Researcher**

Conduct feasibility studies for companies such as Nexans – a large electrical cable manufacturer  
Devise practical marketing strategies to enter new market segments e.g. renewable energy  
Analyses of the Renewable Energy industry in Ireland  
Market studies for patent pending products.

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Key Skills Database building, Electrical, market research, Marketing, Marketing plans

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**Susan Humphreys's Education and Qualifications**

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2012 **Masters/PostGrad - Marketing, Consumption & Society**  
**The University of Limerick**

I took part in this year's Google Online Marketing Challenge and was ranked in the top 9 in Ireland and the top 15% globally.

I have developed numerous marketing and social media campaigns including developing and implementing a fundraising initiative in support of Powerchair Soccer under the auspices of the Get BACK Challenge.

In this task I took the position of project manager and we held a number of events such as 'Raise the Numba for Zumba' where we attempted to hold Ireland's Largest Zumba class.

We coupled this with an integrated marketing campaign which included social media interaction, networking with local and national organisations, sponsorship and also a poster campaign. As a group, we raised over €1500 and were awarded by the Get BACK Challenge for our innovation and scalability of our campaign.

In another campaign for the University's President Volunteer Awards, I personally developed a new brochure to replace the existing one and also our campaign message - "Wherever you go, fly the UL flag" and also "UL Ambassador" is the resounding campaign message for the UL40 celebrations

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2011 **Bachelor/Degree - Marketing & Management**  
**Limerick Institute of Technology ( LIT )**

Projects: Company audit and marketing plan for Advanced Monitoring CCTV Services; Service blueprinting; Industry analysis of the tea industry in Ireland; marketing research studies; and supply chain and logistics case studies.

Skills: Extensive knowledge of Microsoft Office; Adobe Photoshop; Dreamweaver; presentation and communication techniques.

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**Susan Humphreys's Additional Information**

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**Interests**

Horse riding, kayaking, cycling, travelling, reading, swimming, socialising, mountain climbing, adventure walks

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