

Tom Fox

Digital Marketing Professional with expertise in Social Media. Passion for Sports Journalism - Dublin, Ireland

I am a digital marketing professional with expertise and experience in social media. I like to help brands communicate to wide audiences by using social media platforms.

I also have a massive passion for sports and sports writing. I blog on football and rugby for Setanta Sports website and am the co-owner of a Man United fansite.

Professional Experience

2010 - Present **Simply Zesty - Account Manager**

2010 - Present **Setanta Sports - Sports Blogger**

Football and Rugby Blogger for Setanta Sports website.

2007 - 2010 **Barry & Fitzwilliam Ltd. - Jagermeister Brand Manager**

Full-time management of the Jagermeister brand:
media planning, promotional activities, all above and below the line activity
All Jagermeister digital activity and market research
Responsible for creating relationships with external agencies to develop all media
Responsible for budget and financial planning of brand
Responsible for development and implementation of localised brand strategy
Develop and maintain communication with Jagermeister management in Wolfsburg, Germany
Contributed to the brand management of other brands such as Corona, Absolut Vodka and McGuigan Wine.

Key Skills brand management, promotional, strategy

2010 - 2010 **Simply Zesty - Account Executive**

Education and Qualifications

2010 **Diploma - Digital Marketing**
Digital Marketing Institute

2007 **Masters/PostGrad - MSc Marketing**
Dublin Institute of Technology

2006 **Bachelor/Degree - BA (Hons), Sociology, Information Studies**
University College Dublin

2006 **Bachelor/Degree - Information Studies and Sociology**
University College of Dublin

2002 **second level/high school education -**
Clongowes Wood College

Additional Information

Links

Company Website - <http://www.simplyzesty.com/>

My Man United Blog - <http://gloryglorymanu.com/>

My Setanta Sports Blog - http://www.setanta.com/ie/Blogs/Tom_Fox/

Interests

I have a massive interest in sports. I play and have played many sports and similarly enjoy sports journalism. I have done spots on television for Setanta Sports for a nationwide competition. As well as this, I write for the Setanta Sports website and have my own Manchester United Blog.

I have a passion for social media and the digital sphere in general.
