

# William Egan

Online Marketing - Dublin, Ireland

W: <http://www.worky.com/william-egan>

I have worked in online marketing for nearly two years across Display advertising, PPC and SEO. By doing this I have learned to understand the bigger picture and how each element compliments the other. Online advertising is the biggest growth medium in Ireland so there is always something new to learn.

## Professional Experience

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2010 - Present **Thrifty Car Rentals Ireland - Content Manager**

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2010 - Present **Europcar Ireland - Online Marketing**

As well as being content manager for Thrifty.ie, I recently became part of the Online Marketing Department for Europcar Ireland.

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Key Skills Marketing, Online Marketing

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2010 - Present **Freelance Adwords Consultant - Adwords Consultant**

I am a Google Adwords Cerified Individual specializing is display advertising. I am available for account set up, analytics integration and account management.

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Key Skills Account Management, adwords

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2008 - 2009 **Diffiniti Ireland - Account Executive**

My duties included executing and managing campaigns, preparing proposals and evaluating incoming propositions.

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2008 - 2008 **Carat Ireland - Head of Vouching**

My duties consisted of liaising with the press buyers to ensure all ads ran as they should as well as maintaining the press room which held a backlog of issues.

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## Education and Qualifications

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2007 **Bachelor/Degree - Msc, Marketing**

**Dublin Institute of Technology**

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2007 **Masters/PostGrad - MSc Marketing**

**DIT**

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2007 **Bachelor/Degree - Msc, Marketing**

**Dublin Institute of Technology**

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2006 **Bachelor/Degree - BA mod, Information and Communication Technology**

**Trinity College, Dublin**

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