



Ronan McKenna MSc BSc

Digital Marketing Manager / Graphics and Digital Content Expert

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ABOUT.

Print and digital designer, highly versatile, quality content producer, team leader, digital marketing strategist, video and photography producer, brand designer and manager, exhibition stand organiser and much more..

My career to date has had me delve into many areas and take projects from start to finish.

I come with a great deal of experience in areas like catalogue creation, email campaigns, analytics, PPC advertising, social media, green-screen product video production, photography, web design and development along with quite a few others.

I'm adaptable and versatile and I've picked up a lot of problem solving tips along the way as well as a few short cuts.

I'm at a stage in my career where I want to be involved in ambitious digital marketing-type design projects. I'm an excellent communicator with natural management skills.

SKILLS.

Graphic Design - Photoshop, Illustrator, Indesign
● ● ● ● ●

Video Production - Premiere, After Effects
● ● ● ● ○

Email Campaigning - Graphics, Content, Coding
● ● ● ● ●

SEO - Site Content, Keyword Research, PPC
● ● ● ● ○

Social Media
● ● ● ● ○

Copy Writing
● ● ● ○ ○

Web Coding - CSS3, HTML5
● ● ● ○ ○

EXPERIENCE.

July '14 – June '18 Marketing Manager, Digital Content Designer WorkWearExperts.com, Dublin

- Managing a small team on a range of varying graphical projects for several divisions of an umbrella company.
- Planning and producing all graphical output and marketing material - print and digital: catalogues, brochures, product packaging, advertising, promotion graphics, point-of-sale displays website graphics – static and motion (product videos, instructional videos, promotional videos).
- Part of the team organising the Digital Marketing Strategy – email campaigns, CRM control, social media.
- Website design and maintenance - graphics, content, CMS control.
- SEO & PPC - improving websites for maximum SEO compatibility, working on Adword strategies.

May '12 – May '13 Graphic Design, Content Developer JBS Group, Monaghan

- Graphic Design work for a busy PPE supplier including brochures, booklets, flyers, cards and other artwork.
- Planning, designing and developing a 500-page catalogue of products supplied by the company.
- Designing clothing for production. Creating clothing mock-ups. Creating web mail campaigns. Creating editable PDF forms. Working with online catalogues/CMSs. Liaising with customers, company representatives, suppliers and printers. Website maintenance. Working to tight deadlines.

July '11 – May '12 Freelance Graphic/Web Designer/Developer Various Project Work

- Branding and marketing for makeup company 'I Heart Makeup' including logo, posters, flyers, website, and SEO optimization – Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, JavaScript.
- Designed and developed website with CMS for the Monaghan Society of the Prevention of Cruelty to Animals – HTML, CSS, Javascript, JQuery, PHP, MySQL & graphics packages.
- Web consultancy and updates for a number of local businesses.

July '10 – Jan '11 Digital Content Coordinator / SharePoint Administrator KPMG Australia, Melbourne Offices

- Managing 'Cutting Through Complexity' brand change across intranet – including the production of related printed material.
- Publishing content on intranet and external KPMG website using SAP and Microsoft SharePoint platforms.
- Sourcing content and identifying business requirements for displaying and sharing content.

Previous Employers: Belfast City Council, Praemedica Digital, Independent News and Media

EDUCATION.

June 2018:
ICM Diploma - *Distinction*
Project Management
Griffith College, Dublin

April 2017
ICM Certificate - *Credit*
Online Marketing & Digital Strategy
Griffith College, Dublin

Sept 2005
Master of Science
Computing and Design
University of Ulster, Derry

June 2002
Bachelor of Science
Interactive Multimedia Design
University of Ulster, Belfast

INTERESTS.

Design, Technology, Photography, Woodwork
Sport: football (playing and supporting), golf, pool.
Gym and running. Outdoors / nature: hill walking, trekking. Culture: music – gigs, film, art museums. Travel: backpacking, holidays to places of natural beauty and places of cultural interest.

REFERENCES.

WorkWearExperts - Noel McVeigh - Managing Director
noel.mcveigh@inventory-supply.com
+353 (0)1 4299521

JBS Group - Declan O'Donnell - Managing Director -
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KPMG Australia - Robert Catalfamo -
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