

EWIN KEARNEY

Marketing & Brand Strategist

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PERSONAL SUMMARY

Results-oriented marketing and brand strategist with a consistent track record of creating growth and passion for developing unparalleled customer experiences. With a healthy affinity for questioning the norm and a strong entrepreneurial spirit, I have worked internationally for companies in both new and established markets. Now, having worked with brands through development and growth stages, I am looking for a long-term role within an organisation that can also provide career progression.

SKILLS & COMPETENCIES

- Leadership, Coaching, Customer Experience Design, Value Proposition Design, Business Development
- Creative Direction, Storytelling / Copywriting, Graphic / Video Design, Adobe Creative Suite, Microsoft Office

WORK EXPERIENCE

Sep 2019 - Present (NL) | Jun 2008 - Jun 2013 (IRL)

Freelance Marketing & Brand Strategist - eoinkearney.com | Netherlands / Ireland

- Strategic and creative services for 40+ clients which have included Intel, O2 and Technological University Dublin, across multiple industries such as FMCG, agri-food, entertainment and the arts
- Management of sales programmes, marketing campaigns and events
- Achieved 8% of national sales for O2's Irish Student Broadband Initiative; securing an overall increase of 32%
- Streamlined clients customer management process, resulting in efficiency gains of 20%
- Design and creation of brand identities and related assets (e.g. graphics, video, copywriting)
- Production and facilitation of marketing / brand focused training workshops

Aug 2018 – Aug 2019 | Jun 2013 – Apr 2017

Senior Brand Manager / Manager, Customer Experience & Education - Glendalough Distillery | USA / Europe

2018 - 2019

- Returned to support Glendalough Distillery on an interim basis to strengthen and maintain customer satisfaction, brand development and event management during both distributor and staff transition

2013 - 2017

- Played a key role in the setup of US and Irish markets, resulting in exports to another 40+ countries, business growth of 300% per annum and a company valuation of €20M+ (as of 2019)
- Management of Irish market and travel retail (Dublin, Cork and Shannon Airports); delivering sales growth of 240% and 990% respectively
- Designed, developed and facilitated educational and experience programmes for stakeholders and consumers
- Successfully pioneered Glendalough's first 'National Sustainability Charter'
- Project / event management of promotional campaigns, product launches, trade shows and other CX activities
- Management and negotiation of third-party activations, warehousing and distributor relationships
- Completed studies on internal and external processes, consumer insights and new product development

May 2017 – Jul 2018

Head of Marketing & Member Experience - Entrepreneurial People CoWorking Hub | Lyon, France

- Designed and developed business model, revenue streams and financial forecasting
- Responsible for overall marketing strategy, creative direction and brand architecture
- Achieved full capacity within year one (+80%), resulting in revenue growth of over 615% (excl events)
- Creation and development of events offering, which accounted for 25% of total revenue in 2018
- Research, analysis and mapping of market, competitor and consumer insights
- Cultivated the E.P. community through member feedback / retention and people management
- Conceptualised and designed coworking, conference and common areas
- Managed sourcing, negotiation and procurement of third-party service providers

Jun 2013 – Jun 2014

Market Advisor (MSc) - Bord Bia (Irish Food Board) | New York, USA / Ireland

- One of 20 applicants chosen for overseas assignments on behalf of Irish agri-food companies which included academic block release and professional skills training
- Study of emerging and potential strategic shifts in the global food industry with a strong focus on leadership themes in food and agribusiness
- Creation of effective customer value propositions across a four-client portfolio (alcohol, dairy, confectionary)
- Completed client-specific R&D assignments and provided insights on client route to market strategies
- Liaised with relevant distributors and importers to implement direct sales strategies
- Developed and managed client-specific brand activations and training for key accounts across the portfolio

PROFESSIONAL EDUCATION

Professional Diploma	High Performance Sales & Business Development	UCD Michael Smurfit GBS
Professional Diploma	Advanced Management Performance	UCD Michael Smurfit GBS
Professional Diploma	Strategic Growth	UCD Michael Smurfit GBS

ACADEMIC EDUCATION

MSc Business, Leadership & Management Practice

University College Dublin, Michael Smurfit Graduate Business School | Dublin, Ireland

MSc International Marketing Practice

University College Dublin, Michael Smurfit / Bord Bia (Irish Food Board) | New York, USA / Dublin, Ireland

BA Hons Communications & Public Relations

Institute of Technology | Carlow, Ireland

ADDITIONAL INFORMATION

When not working, my loves are travelling (34 countries / 13 US States and counting), coffee, cycling and Toto's Africa. From salmon fishing in the South of Ireland and diving in the Philippines to eating snake in Taiwan, I've not only seen some weird and wonderful things, I've eaten them too!

Irish / EU Citizen | Full Irish / EU, B Category Driver's license