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|  |  | Katie Mc GarrProfile: I am currently the Marketing Executive for a busy recruitment agency Three Q PERMS and TEMPS and our sister company Nurse Jobs Ireland. I am responsible for all online and offline aspects of the company’s branding including website maintenance and content creation. I aim to bring creativity into all elements of my work.Recently we created a Jobs Board for our sister company Nurse Jobs Ireland which is the only job board of its kind in the country.  I am eager to move on in a more Creative and rewarding environment in the advertising and marketing Industry which is where my true passion lies. Due to contractual and previous obligations I will be available for work from June 2015. |
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|  |  | ExperienceMarketing Executive - Three Q PERMS & TEMPS Oct 2013 - Present 7-8 Lower Abbey Street, Dublin 1 `  **My role as the Marketing Executive revolves around all aspects of communications both online and offline for Three Q PERMS & TEMPS and our sister brand Nurse Jobs Ireland. I started in Three Q as an Intern and professed to Marketing executive.**  **Main Responsibilities**   * **Online marketing –** Creating and upholding all content for Three Q, including websites and Social Media for both clients and candidate. Managing and reporting using tools such as Google Analytics and Ad Words. * Content management and copywriting * Planning and creating creative campaigns * **Offline Marketing –** Attending and organising events for CSR and networking * Ensuring brand consistency and conducting in-house training * Creating and designing all marketing material for online, offline and internal use   As Three Q is a small agency I hold a wide range of responsibilities as well as juggling various different projects simultaneously.  **Projects**  **SEO of the Three Q website**  My main focus when I entered Three Q as an intern was to increase the traffic of the website and increase awareness of the brand. By the end of the project the traffic had increased to by **71%** as well as a significant increase in application’s  **Nurse Jobs Ireland Jobs board**  In January 2015 we launched Nurse Jobs Ireland as a Jobs board. My role was organising every aspect of the jobs board including research, planning, content and design/  **Business Development Handbook**  Towards the end of 2014 I set out to create a ‘Sales Bible’ for the Three Q recruitment consultants. Our Little Business Development Book (or LBD for short) is a comprehensive list of carefully chosen target clients and a step by step process of signing them up as a client.  **Agency Experience**  **Creative Intern at McCannBlue July 2013**  I arrived at McCann the week the merger with Blue Cube was announced. It was very hectic and exciting time when I was there. I worked with Emma Sharkey (Creative Director) as a copywriter and worked on live briefs for brands such as L’Oréal, Garnier and Dundrum. I also helped prepare pitches for Bord Bia. While there I was also able to attend many radio shoots and also acted as receptionist for one afternoon.  **Owens DDB Advertising Agency January 2013**  For one month I worked in the Creative Department in OwensDDB. While there I worked on many live briefs for brands such as Skoda, Volkswagen and Orpen's cider. I got real life experience of Copy-writing and Art Direction and I now have a much better understanding of what ideas work and how they will work. I worked on radio, TV and print campaigns during my time. While there one of my campaigns for Skoda was chosen to go live.  **Promotions Experience**  **Open FM April – July 2010**  For one summer I took part in the creation of a Charity Radio Station Open FM.  Responsibilities:   * Event management and organization * Brainstorming and planning * Running indoor festivals * Regular on air interaction, (as well as many guest appearances on air)   **Other Experience**  **The Avenue Café and Restaurant, Maynooth, Waitress- August 2010 (Temporary summer work)**  **McNamee’s, The Abbey Lodge Bar and Lounge. Waitress/Barmaid - Till 2010.** |
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|  |  | Education **Institute of Technology Tallaght. 2009 -2013**  Bachelor of Arts Level 8, First Class Honours- Advertising & Marketing Communications  This is a 4-year course and the only one of its kind in 26 countries; it has given me great practical preparation for the advertising and marketing industry. I completed a wide range of practical modules such as Copywriting, Graphic Design, and Media Production to name a few. I took on many roles in my time here:   * **Team manager** for an interactive marketing campaign (website, optimization, promo campaign, etc.) for Trend Set Décor and Design. * **Creative director** for an event management module in aid of Debra Ireland, (event management module 3rd year of college. * **Copywriter** for a campaign for Jordan’s Centra * I was also one of 3 chosen to pitch a campaign to RTE for the “2fm Toy Appeal” |
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|  |  | **Portfolio**  <http://katiemcgarr.weebly.com/>  <ie.linkedin.com/in/katiemcgarr> |
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