

# Colin Peter O'Riordan

## Social Media Strategist

### Education

#### MSc Marketing Practice

First Class Honors  
National University of Ireland, Galway  
2015-2016

#### BA Commerce, Marketing

First Class Honors  
University College Cork, Ireland  
2011-2015



+1 929 325 8994



COLINPETER0101@GMAIL.COM



NEW YORK, NEW YORK

### Expertise

- SOCIAL MEDIA
- BRAND DEVELOPMENT
- PUBLIC RELATIONS
- SOCIAL ANALYTICS
- SOCIAL LISTENING
- BRAND STORYTELLING
- PAID ADVERTISING
- COMMUNITY MGT
- COPYWRITING

### PROFILE

I am a Content and Social Strategist with a proven track record of providing strategic guidance to clients and executing tailored marketing strategies. I enjoy the challenge of truly understanding a brand's personality and developing engaging content, that both intrigues and excites the target audience.

### EXPERIENCE

#### SOCIAL MEDIA STRATEGIST

##### Brandwidth, London & New York/ Mar 2019 – Present

Brandwidth is a fully integrated, award-winning agency, reinvesting more than 10% of their turnover into innovation. The agency's work shares a single goal: transformative results. With over 100 in-house experts across offices in London, New York, and San Francisco, they are a trusted partner to some of the world's biggest brands.

- As social media strategist, I manage social media campaigns for global clients from start to finish.
- Creating and executing editorial content strategies across social platforms, web and other paid media channels.
- Defining the role of content across channels and the customer journey.
- Using research, social intelligence and content analytics to inform topics and optimize engagement.

#### SOCIAL MEDIA CONSULTANT

##### Text100, New York, New York/ Dec 2017 – Dec 2018

Text100 is a global marketing communications agency, with 21 offices worldwide. The company provides a range of services, from strategic marketing guidance to social media management and content creation. I was part of the Content & Social team at Text100.

- Working across accounts such as Conduent, American Petroleum Institute, Schneider Electric and ZTE, I provided **digital and social media** consultation to generate traffic, engagement, conversation and sales leads.
- Based on the client's specific goals, I managed **paid social campaigns** from content creation, through to budgeting and ad placement.
- Using knowledge of **digital analysis** to draw insights from social media reports (A/B testing), I devised weekly **content calendars** for our clients.
- I worked with graphic designers to develop creative imagery that complemented the ad copy and effectively portrayed the **brand's persona**.
- With the help of online tools such as NetBase and Hootsuite, I oversaw **community management** and **social listening** activities.
- I managed the **online perception** of clients by monitoring online discussions and responding to individual comments and requests.

## Skills

Social Media Management

Photoshop CC

Web Maintenance

Presenting

Brand Development

## Personal

- ORGANIZED
- CREATIVE
- MOTIVATED
- SOCIABLE
- TEAM PLAYER
- RELIABLE
- SELF-STARTER

## Awards

BEST DIGITAL  
MARKETING FINALIST

O.M.I.G // 2017

BEST WEBSITE FINALIST

O.M.I.G // 2016

7 Time All-Ireland  
Champion

Set-Dancing // various

SCHOLARSHIP

N.U.I.G // 2015

COLLEGE SCHOLAR

University College Cork //  
2014, 2015

ACADEMIC AWARDS

St. Brendan's College //  
2007-2011

## EXPERIENCE

### ENTERPRISE ACCOUNT MANAGER

Titan HQ, Galway, Ireland / Aug 2016 – Sept 2017

Titan HQ is an internet security company protecting over 7,000 businesses from email and internet threats. I joined Titan HQ as an Account Manager in the Sales Team and managed numerous client accounts, reaching and exceeding sales targets each month.

- I addressed customer IT issues daily, offering a **consultancy** approach; listening to their requirements and addressing them with the most suitable solution.
- Performing daily product **pitches** and demos to potential clients, persuading them to trial the given product and follow through with a sale.
- I oversaw two successful **email campaigns** from design to delivery and exceeded my individual sales target of \$60K, bringing in over \$90k in revenue.
- In the absence of our Senior Channel Manager, I helped **manage** large client accounts, ensuring the smooth transition from trial to purchase.
- When the company hired two new Sales & Marketing Executives, I **trained** the new employees across platforms such as HubSpot, CRM, Facebook, LinkedIn & Twitter.

### MARKETING MANAGER

Garavan's Whiskey, Galway / Sep 2015– June 2017

"Irish Whiskey Bar of the Year" for the past 4 years, Garavan's have built a renowned reputation for their historical premise and premium whiskey products. I was brought on board as the first ever Marketer to reinvent the bar's image. During my time as Marketing Manager, I gave the brand its first online presence, launching a new award nominated website, online store and whiskey range.

- **Social Media** presence was transformed, increasing the Instagram following from 325 to over 13,000 genuine and targeted followers.
- **Experiential marketing** was a vital part of my role. I wanted to give customers the real "Garavan's Experience" through authentic Irish whiskey tastings. I then extended this experience online by creating **video content** of the events, gaining over 70,000 views.
- We developed a beautiful range of Whiskey products, however, the business did not have a database of customers to target. Through my marketing efforts, I collected over 4,000 email addresses of patrons and created **monthly newsletters**, promoting the product selection, new blog posts and upcoming **events**.
- In the hospitality trade, Trip Advisor is key. During my first six months in the role, I engaged with customers, encouraging them to rate the venue online. As a result, Garavan's was named **Number 1** for Nightlife in Galway.

## SOCIAL MEDIA



COLIN PETER  
O'RIORDAN



COLIN PETER  
O'RIORDAN



COLINPETERPINS



COLINPETER\_