**Matt O Brien**

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**Personal Profile**

* + - Currently completing a MSc Management and Marketing, averaging a 1:1 in core management modules including HRM, Leadership and People and Organisation.
    - Over 4 years’ experience in Public Relations and Event Management, working on digital marketing campaigns and social media strategies, as well as creating content for webpages.
    - Interested in working within a busy marketing department within the hospitality sector.

**Education**

**0000 – Present MSc Management and Marketing**, University College Cork

**Modules:** Marketing Communications People and Organisations

Market Research Consumer Behaviour

Manager and Leader Human Resource Management

**Project: Market Research**

Group project of four people analysing the effects of Third level fee re-introduction.

Personal Role: prepared and distributed questionnaires, created and maintained an on-line survey site, analysed statistical data, including interpretation of findings and creation of visual representations for project. Also assisted in finalising the project including its editing and writing of conclusion. **Results: 84%**

**0000-0000: BA European Studies with French, University College, Cork**

**Overall grade: Second Class Honours Grade One (2:1)**

**0000-0000: Bandon Community School, Bandon, Co. Cork, Ireland**

**Leaving Certificate: 490/600** including an **A1** in English

**Relevant Work Experience**

**Events Co-ordinator**, River Lee Hotel, Cork May - Sept 0000

* + - Promoting and marketing event facilities through digital marketing, social media and creating content for a new website launch.
    - Planning and organizing events in line with customer needs including room decoration, food and beverage planning, entertainment and special equipment / activity planning.
    - Hosting events ranging from small family occasions to large fundraising events catering for 400 people, average vents catered for 100 – 120 guests.
    - Tendering and negotiating for large corporate events in competition with Hotels in the area.

**Public Relations Officer**, Psychology Society, UCC 0000-0000

* + - Co-ordinating the publicizing of events and advertising meetings around UCC campus
    - Raising the awareness of the Society at raise and give week by attracting potential members
    - Attending stands in the main atrium advertising the Society
    - Writing articles publicizing the Society for the Student Union Newsletter
    - Updating all events and activities on our web page
    - Overseeing the upkeep of notice boards

**Additional Work Experience**

**Sales Assistant,** SuperValu Macroom, Co Cork. July 0000 – Present

* + - Dealing with customer queries and issues, ensuring a consistent level of customer service at all times
    - The store was awarded “SuperValu Store of the year 0000” and part of this preparation involved completing a Customer Care Training Programme
    - Working within a team of 10 to ensure store meets and exceeds sales goals through on the floor customer interaction
    - Advising customers and assisting with product selection
    - Preparing and maintaining promotion displays to maximise sales
    - Processing cash and credit card transactions accurately

**Skills Profile**

**Transferable / Education**

* + - Through academia have developed a portfolio of transferable skills such as critical thinking, report writing, presentation skills, and oral / written communication skills.

**Computer**

* + - Microsoft Office Suite (Microsoft Word, Excel, PowerPoint)
    - Social Media (Facebook, Twitter, Google +). Completed a Social Media module to gain valuable information on the successful implementation of Social Media.

**Communication and Teamwork**

* + - Communication skills established throughout education by means of group projects and assignments.
    - Winning Supervalu store of the year 0000 was the result of excellent communication and Teamwork Skills.
    - Achieved 100% in Supervalu’s mystery shopper test. A test where an undercover customer determines how well you communicate and present yourself on the shop floor.

**Interests and achievements**

* **Sport:** A member of Cork City Soccer Team since 0000. The team, last season, were promoted in the Cork AUL league. Have been awarded numerous medals and trophies for athletics and sprinting.
* **Voluntary work:** Since 0000, have volunteered to assist the Macroom United Soccer Camp every year, to assist children to develop soccer skills and manage events.
* **International Relations:** Member of UCC Amnesty International Society and involved in annual campaign to highlight human trafficking.

**REFERENCES - Available on request**