

PAUL MCGOWAN

MARKETING EXECUTIVE

CONTACT



 086 88 55 893

 paulmcgowan92@gmail.com

 Galway

EDUCATION



MA in Literature & Publishing
NUI Galway | 2016 - 2017

BA in Arts | English & History
NUI Galway | 2011 - 2015

SKILLS



Canva
WordPress
Adobe Suite
Squarespace
Video Editing
Google Analytics
Media/PR Training
Email Marketing
Budget Management
Copywriting & Proofreading

**REFERENCES
AVAILABLE
ON REQUEST**



WORK EXPERIENCE



SEPT 2022 **SENIOR MARKETING EXECUTIVE**
PRESENT *Water Safety Ireland | Galway*

- Social Media Content Creation/Management: Facebook | Instagram | Twitter | LinkedIn.
- Managing budget and spending portfolio of €500,000.
- Website management - WordPress & Squarespace.
- Responsible for design, budget, printing and logistics of yearly calendar | 2022 – 2025
- Created yearly campaigns which increased user interaction and brand recognition.
- Media/PR Training with Communications Clinic

NOV 2020 **SOCIAL MEDIA CUSTOMER SERVICE REP**
MAR 2022 *Smyths Toys & Superstores | Galway*

- Resolving customer queries via social media and email.
- Resolving queries with warehouses, couriers, customers and suppliers.
- Regularly exceeding my quota by 20% on a weekly basis while maintaining a low FCR rate.
- Deescalating challenging situations.

JULY 2017 **SUPERVISOR**
NOV 2020 *Electric Garden & Theatre | Galway*

- Provided guidance and training for new staff.
- Maintain and facilitate the day-to-day operation of the restaurant and bar while providing a high standard of service.
- Organised and prepared events daily for large s of 100+ patrons