



# Helen McNulty

Freelance  
Social / Digital Marketing CV

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## Profile

An experienced marketer with a strong interest in projects that require both conceptual and analytical thinking. Fully committed to creating story-based marketing campaigns that utilize great aesthetic and design qualities. Specialisation areas in past 16 years have included Arts Industries including Film, Theatre, Music and Visual Arts; Big Brand Digital Marketing (Agency work), Financial & Travel and Tourism sector.

## Technical Skills

- Google Adwords ●●●●●●●●●●
- WP/ Web CMS ●●●●●●●●●●
- Facebook Ads ●●●●●●●●●●
- Twitter Ads ●●●●●●●●●●
- Adobe PS ●●●●●●●●●●

## Experience

- Freelance Social Media Manager and Community Manager - Various Artists & Festivals 2010 - 2017
- Marketing Manager, Audi Dublin International Film Festival 2015/16
- Digital Marketing Manager Javelin Advertising Agency 2015
- Social Media Manager, Rothco 2014
- Digital Marketing Consultant, Private Villas, Holiday Homes Direct, PV Holiday Rentals 2013 - 2015
- Social Media Content Manager / Community Manager/ Web Content - Cybercom/ In The Company Of Huskies 2010 - 2014
- PR and Marketing Manager, Improvised Music Company 2008 - 2011

## Education

- BA (Hons) in Arts Management & Performance Art De Montfort University 1999-2002
- Digital Marketing Diploma FETAC 6 2013

## Interests

Story | Images | Visual Culture | Design | Interaction | Community Engagement | Music | Reaction | Changes in Digital Landscapes | Culture

## References

Available upon request

