

### **Helen McNulty**

Freelance 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. Love making and brainstorming ideas for interesting and engaging 'content' Specialisation areas in past 17 years have included Arts Industries including Film, Theatre, Music and Visual Arts; Big Brand Digital Marketing (Agency work), Financial & Travel and Tourism sector. Flexible to all business.

# **Technical Skills**

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

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# Experience

PR and Marketing Manager / Website Maker Various Clients - Music/ Tourism & Film	2010 - Present
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 - 2017

### **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

Gráinne Humphreys, Festival Director, Audi Dublin International Film Festival | + 353 1 6624260 | grainne@diff.ie

Rob Shine, Director of Performance Content at Core +353 86-8621437. | robbie.shine@gmail.com