

Internet Marketing Consultant

*Nualan O'Brien**

(086) 604 2895

info@TheWordClinic.com

www.TheWordClinic.com

=== Experience & Skills

- Project managing cost-efficient website development projects
- Developing effective online marketing and revenue strategies
- Devising and executing successful 'special offer' campaigns
- Improved search engine rankings by 90%
- Writing and uploading content to websites which is SEO keyword optimised
- Overseeing Pay Per Click (PPC) campaigns
- Creating attractive brochures in pdf format for download
- Writing press releases, ghost blogs and articles
- Conducting marketing reviews including assessing market share and competitor analysis

=== Irish Hotel Group Online Marketing & Revenue Case Study

1. Developed, planned and project managed a low cost website re-design of three hotels
2. Commissioned and managed all third party suppliers including: website developers, photographer, translators and graphic designers
3. Improved the navigation, look and colour schemes
4. Summarised and uploaded new content ensuring it included the appropriate 'keywords'
5. Developed 3 new sections: meeting room sections, photo gallery and foreign language section
6. Reviewed 2009 traffic, occupancy and PPC return and made strategic recommendations on how to improve

=== Summary Benefits



*Career summary

Masters' Graduate with 10+ years experience. Has worked as a Marketing Manager and is fluent in French & German. Client listing and testimonials on: www.TheWordClinic.com