

MEABH MULHOLLAND

I am a Digital Marketer with over 4 years of experience in marketing, along with 7 years of Video Editing and Graphic Design experience.

With a keen analytical eye, I excel in evaluating engagement metrics and reach, leveraging insights to formulate data-driven strategies aimed at optimising performance.

Education

2021 | City College Plymouth
Level 3 Digital Marketing

2020 | University of Plymouth
Ba Media Arts

Skills

- Successfully trained Apprentices, Managers & Directors on modern Marketing & Branding
- Proficient in all Adobe software
- Strong graphic and visual sense
- Excellent interpersonal skills
- Background in Copywriting
- Efficient in Microsoft Office
- Efficient with Google suite
- Works well under pressure
- Strong believer in effectiveness of teamwork

Contact

Based in Plymouth, Devon

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Work History

Cranmore Executive Search | August 2022 - Present

Social Media & Marketing Executive

- Developed comprehensive social media strategies to increase brand awareness and leads, resulting in a 50% growth in followers and a 100% growth in unique impressions on LinkedIn within one year.
- Built and developed the company's website independently to serve as an additional resource for both clients and candidates, Implementing SEO best practices to improve website ranking and drive organic traffic, resulting in a 40% increase in website visits within six months.
- Managed a team of recruiters' social media profiles independently to create an engaging hub of resources for recruitment in life sciences, aiming to establish the new brand and foster a community of engaged users.
- Conducted annual industry surveys and developed comprehensive salary guides and other resources to boost brand awareness and reputation. Maintained engagement with users who downloaded these resources by incorporating them into our newsletter pipeline.
- Rebranded the company identity tailored to the life sciences consulting industry.

Plymouth Garden Centre | May 2022 - August 2022

Website & Marketing Executive

- Maintaining and analyzing online engagement through Social Media Platforms as well as Magento and Google Analytics
- Leading on the development of the company website and online sales.

City College Plymouth | June 2020 - January 2022

Digital Marketing Assistant

- Created and managed digital campaigns for recruiting new students.
- Developed creative advertising for student recruitment in various media, including prospectuses, posters, web content and TV advertising.
- Curating all social media posts for the College.
- Managing the College's website using Wordpress.
- Utilizing Google analytics and Facebook ads