



Lorraine Larkin

Marketing | Digital Marketing | Social Media

PROFILE

Award-winning digital marketer with 10+ years experience creating and executing successful digital marketing strategies and campaigns that drive sales and significantly increase brand awareness.

WORK EXPERIENCE

DIGITAL MARKETING & PR CONSULTANT

Freelance | Dublin, Ireland | 2016-2018 & 2020-Present

Providing digital marketing and PR consulting to a number of different agencies and clients: Gifts.ie (ecommerce), Dunnes Stores, The Loop @ Airport (retail), Eddie Rockets (hospitality), SISU (beauty), Enterprise Ireland (government), Folens & CJ Fallon (education), Aircoach (travel), Ideal Home Show, Nightmare Realm (event), U Posh Hair Salon, Dundalk Institute of Technology, Ontario Cabinet Office.

- Planning and developing strategies for clients.
- Pitching fresh and innovative ideas to clients.
- Regular liaison with clients at a senior level.
- Manage campaigns, monitoring and reporting on campaign performance and making optimisations to meet business KPIs.
- Completing projects to a schedule and within agreed budget.

DIGITAL MARKETING & SOCIAL MEDIA LEAD [CONTRACT]

Applegreen PLC | Dublin, Ireland | Jan 2019-Dec 2019

Digital marketing lead for a major convenience retailer that has 500 stores in 3 markets, Ireland, UK and US, with 12,000 staff and is on Dublin and London stock exchanges.

- Developed and led multi-channel digital B2C, Corporate and B2B TTL and BTL campaigns (paid social, PPC and programmatic display).
- Managed and created digital content (social and SEO).
- Tracked performance using Falcon, Google Analytics, and Power BI
- Prepared performance reports for the Board of Management.
- Managed brand partner campaigns, Burger King, Subway, Red Bull.
- Managed direct reports, external agencies and the digital budget.



Dublin, Ireland

lorrainelarkin.com

EDUCATION

MASTER OF ARTS

Film & Television

Dublin City University
2005-2006

BACHELOR OF BUSINESS

Digital Marketing & Digital
Media Management

Dundalk Institute of Technology
2016-2017

SKILLS

TECHNICAL

Google Ads Certified, Social Media (& Ad) Platforms, Instagram, Facebook, LinkedIn, Twitter, Pinterest, Snapchat, YouTube, TikTok, PPC, Paid Search, Shopping Ads, Google Search Console, Google Tag Manager, UTMs, Google Display, Taboola, Programmatic, Google Analytics, Power BI CRM, Mailchimp, Campaign Manager, Falcon, Hootsuite, Tweetdeck, CMS, SEO, Wordpress, HTML & CSS

CREATIVE

Adobe Photoshop, Premier Pro, Illustrator, In Design, Final Cut Pro, Content, Blogging, Copywriting

MANAGEMENT

Budget, Project & People Management

WORK EXPERIENCE CONT.

RESULTS

- New product launch campaign (Vegan Sausage Roll) successfully saw 9,000 units sold in launch week (week 18). Sales went up by 17% in week 20, and net sales maintained for two weeks of the campaign. Increased website visits by 200%. Increased Instagram audience by 11%. Social reach 0.5 million people.
- Event campaign (Coffee @ Bloom in the Park) successfully saw 2,000 coffees sold. Increased engagement by 10%. Increased Instagram audience by 6%. 12,000 Facebook video views. 37,000 Instagram Stories views.
- Increased social media audiences - Instagram 62%, Facebook & Twitter 10%.

DIGITAL MARKETING MANAGER

Christmas FM | Dublin, Ireland | Jun 2016-Dec 2018

Managed digital marketing for national FM radio and digital radio broadcaster, which is also on DAB in the UK, in London and Liverpool. It has radio training courses and is a digital publisher of Christmas content.

- Developed and implemented data driven digital strategy.
- Delivered high impact campaigns that were optimised to meet business objectives while building brand equity.
- Provided project management oversight to ensure coordination.
- Managed direct reports and the digital marketing budget.
- Managed brand partner campaigns, Cadbury, Coca Cola, Tesco.
- Created content, including live broadcasts, videos, graphics, images.
- Monitored performance of campaigns, reported findings to Directors.
- Managed direct reports, external agencies and the digital budget.

RESULTS

- Social Media Award Winner for Best Stories Instagram/Snapchat
- Digital Media Award Winner for Best Digital Strategy
- Increased app downloads and digital streaming by 20% YOY
- Increased charitable donations by 33% in 2016 & 2018
- Increased social media audiences - Instagram 1400%, Facebook 25%.

MARKETING COMMUNICATIONS MANAGER

National Economic & Social Council | Dublin | Dec 2013-Jun 2016

Developed and implemented an integrated marketing communications strategy to promote strategic policy issues relating to sustainable economic, social and environmental development.

RESULTS

- Increased social media audiences - Twitter 2900%, Facebook 0-1300.
- Got key events trending no 4 & 6 on Twitter
- Drove online growth +50% traffic from organic backlinks.
- Increased website visits by 20% YOY

PRESS OFFICER [SECONDMENT]

European Commission | Brussels, Belgium | Jan 2013-Dec 2013

RESULTS: Highlighted the work of the Commissioner and the Directorate-General and its importance to international audiences.

DIGITAL MARKETING & MEDIA OFFICER

Irish Prime Minister's Office | Dublin, Ireland | May 2008-Dec 2012

RESULTS: Led the development and execution of digital marketing initiatives for the Government, including MerrionStreet.ie launch.

AWARDS

SOCIAL MEDIA AWARD

Christmas FM | 2019

Best Use of Stories Instagram & Snapchat

DIGITAL MEDIA AWARD

Christmas FM | 2018

Best Digital Strategy

HIGHLIGHTS

The Marketing Institute of Ireland
Qualified Marketer

Google Ads Certified

Conference Speaker at
Get Social 2020 & Tech Connect
Live 2019 & 2018

'5 PR Pros to watch in
2018'-Media HQ & 'Tipped to be
one of Ireland's leading Digital
Media and PR
Stars-Independent.ie

Beta Tester for Instagram &
TikTok

Finalist in Social Media Awards,
Content Marketing Awards, Blog
Awards, Spiders Awards

INTERESTS

Founder and editor of fashion,
beauty and lifestyle digital
publication [Stylesheet.ie](#) &
producer of [Stylecast](#) podcast.
12,000 Facebook followers
pre-rebrand. Finalist for Best
Beauty Blog.

Contributing writer for
[Thrive Global](#).

