

# Résumé - Oran Quinn

## Professional Experience

**Another Tomorrow AB** – Stockholm, Sweden

Growth & Brand Development

Dec 2017 – Jan 2017

- Responsible for business development, product and brand strategy leveraging market analysis methods.
- Redesign of company website to increase sales conversion, writing copy and implementing digital marketing tools inc. Google Analytics.

**Kx Systems (First Derivatives plc)** - Stockholm, Sweden

Business Development Executive - Nordics

June 2017 – Nov 2017

- Responsible for the Scandinavian software sales pipeline as the company's representative for the area, reporting directly to the CEO, CMO, and CCO.
- Prospecting, cold-calling, presenting and managing relationships for the sale of a proprietary Big Data solutions suite.
- Coordinating across departments and business partners to ensure proper execution of marketing and sales strategy.
- Leveraging digital marketing and CRM software as well as LinkedIn Navigator and Excel to drive productivity.
- Organising and presenting at 'Meetups' across Europe.
- Advising on marketing collateral based off prospect interactions
- Liaising with regional industry thought leaders/influencers.

**Kx Systems (First Derivatives plc)** - Newry, N. Ireland

Global Marketing Executive

Jan 2017 – June 2017

- PPC & SEO responsible, acting as contact point for agency and marketing department, developing digital campaigns, setting performance metrics and conducting performance analysis.
- Developed global media proposal for CEO, CRO & VP Marketing.
- Responsible for the planning, budgeting and co-ordination of events across the Americas region.
- Ideation and co-ordination of global sales and marketing collateral, including e-mail campaigns utilising Oracle Eloqua.

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**Rothco** - Dublin, Ireland

Brand Strategy & Advertising Intern

Nov 2016 – Dec 2016

- Contributing to campaign/media planning and delivery process on a number of global client accounts.
- Assisting in strategy development, conducting in depth market, competitor and consumer analysis.

**Social Market Research** - Belfast, N. Ireland

Research Assistant

Jan 2014

- Conducting pilot field market research, on behalf of Sustrans.
- Translation of raw data into client insights, utilising tools such as Excel.

## Education

**UCD Michael Smurfit Graduate Business School** - Dublin, Ireland

MSc Marketing

Sept 2015 – Sept 2016

Result: GPA: 3.56

**University of Liverpool** - Liverpool, United Kingdom

BSc Psychology

Sept 2012 – Sept 2015

Result: Second Class Honours First Division (2:1)

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## Contact

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