

## **Employment History:**

June 2016 – Present: **Marketing Manager – MART Gallery & Studios, Dublin**

*MART is an arts organisation that provides creative art studios and promotes contemporary art through an engaging curatorial programme to local and international audiences. [www.mart.ie](http://www.mart.ie)*

**Role:** Managing all of the marketing and promotional activities carried out by MART and developing the best method to communicate their programme, activities and mission in an accessible way.

### **Responsibilities:**

- Writing and publishing marketing literature, exhibitions statements, press releases and materials.
- Designing posters, flyers and other physical promotional content, overseeing publication, and coordinating their distribution.
- Assisting in the curation of exhibitions and liaising directly with artists, curators and directors.
- Managing the organisation's social media through both organic and paid campaigns, creating online content, scheduling releases, and monitoring and reporting on engagement.
- Producing photo and video content to document exhibitions as well as creating promotional material (such as video advertisements) to market the brand.
- Managing, creating and maintaining content on the WordPress website and gathering analytics to understand audience profiles.
- Organising and overseeing public events such as exhibition openings, talks, and workshops.
- Technical support for exhibition installs – setting up projectors, media players, sound systems, hanging artwork, and overseeing gallery improvements.
- Working within the office team and delegating work to administration staff.

May 2019 – Present: **Marketing Manager – Contemporary Irish Art Center Los Angeles (CIACLA)**

*CIACLA works to promote Contemporary Irish Culture on an international level in collaboration with local and international cultural partnerships. CIACLA is focused on developing a creative platform to support artists as a means of promoting creative innovation and collaborative initiatives in Los Angeles*

**Role:** In summer of 2019 I worked as part of the core team that launched the pilot program of the CIACLA, and currently head up the promotion of the ongoing project to bring a permanent space for Irish arts & culture to LA.

### **Responsibilities:**

- Travelling to Los Angeles in summer 2019 to provide on the ground support for the pilot programme which ran from June-September.
- Launching a new brand, building up a social media following and establishing a network of newsletter contacts.
- Organising a promotional campaign for a large slate of events (art, theatre, film, literature) and tracking engagement, ticket sales and audience feedback.
- Documenting the 2019 summer programme through printed materials, photo and video content.
- Writing press releases, reaching out to news outlets, and driving press coverage for the project in Ireland and Los Angeles.

- Creating and scheduling social media content during the launch and building up an archive of content for future posts.
- Maintaining an active online presence for the brand while we work towards future programmes.

### **Freelance Videographer and Video Editor**

Jan 2014 – June 2016

- My work has been shortlisted for the Ó Bhéal Poetry Film Prize and the Doolin Writers' Weekend Video Poetry Prize.
- As a commercial videographer, I have shot and edited promotional videos for GoldenPlec.com, Tallaght Community Arts, The Intervarsity Poetry Slam, Rathmines College and others.

### **Freelance Writer and Journalist**

May 2012 – June 2016

- As a freelance journalist, my writing has appeared in *RTÉ*, *The Visual Artists' News Sheet*, *The Irish Independent*, *IrishCentral*, *Totally Dublin*, *Magill*, *GoldenPlec*, *HeadStuff*, *Cineuropa*, among other places.
- As a creative writer, my short fiction and poetry have been published in journals in Ireland and abroad, including: *The Tangerine*, *Queen Mob's Teahouse*, *The Honest Ulsterman*, *The Bohemyth*, *The Irish Literary Review*, and *Wordlegs*.

### **Education**

- 2007-2010: Bachelor of Arts Double Honours in English and Philosophy, Maynooth University, Kildare.
- 2010-2011: Master of Arts in Journalism, Technological University Dublin.
- 2017: Certificate in DSLR film production, Filmbase, Dublin.
- 2017: Diploma in Digital Photography, Alison Online Learning.
- 2018: Certificate in Occupational First Aid (QQI Level 5), Fire & Safety Solutions, Dublin.

### **Computer Skills**

- Trained & experienced in all Microsoft Office programs (ECDL certified).
- Experienced in Adobe Creative Suite programs including Photoshop, Premiere Pro, After Effects, Illustrator, Audition, and InDesign.
- Experienced in the use of web-based marketing tools including SEO optimisation for the web, Facebook Ads Manager, Google AdWords, Hootsuite, Co-Schedule, Canva, Databox, TweetDeck, SendInBlue, Vertical Response and Constant Contact.
- Experienced in WordPress CMS and HTML.

### **References:**

Matthew Nevin  
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/ Executive Director of CIACLA  
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Stephen Byrne  
Editor of GoldenPlec.com  
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