

# Curriculum Vitae for Gillian Lafferty

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**Portfolio:** [https://issuu.com/gillianlafferty/docs/gillian\\_lafferty\\_portfolio](https://issuu.com/gillianlafferty/docs/gillian_lafferty_portfolio)

## Summary

A self-motivated individual who lives and breathes Web Designer and Digital Marketing. Gillian is a real perfectionist who cares passionately about getting the smallest things just right. Web-savvy digital marketing expert with proven accomplishments in planning and executing web, SEO and social media campaigns with a view to create and maintain the company's presence and image in the industry. Highly skilled in identifying trends and insights and optimizing performance, brainstorming new and creative growth strategies by using digital marketing docks. Additional well-versed in designing, building and maintaining social media presence to meet the company's digital marketing/ Web Design needs. Also, Gillian loves teaching people sign language in her local and her workplace.

## Keywords /Skill Set

### Web Develop Skills:

- ✚ HTML(5)
- ✚ CSS(3)
- ✚ JavaScript
- ✚ PHP
- ✚ SQL
- ✚ Web Development
- ✚ Client/Server- side
- ✚ Prestashop
- ✚ FTP

### Digital Marketing Skills:

- ✚ Content Management System
- ✚ Wordpress
- ✚ Photoshop
- ✚ MS Office
- ✚ Layout Design
- ✚ Google Ad words
- ✚ Email Marketing
- ✚ Mobile Marketing

- ✚ Paid Social Media Advertising
- ✚ Digital Communications
- ✚ SEO / SEM
- ✚ Lead Generation
- ✚ Website management
- ✚ Social Media Management
- ✚ Hubspot
- ✚ MS Dyanmic

**Languages:** International Sign Language

## Employment/Work Experience:

**November 2017 – November 2019**

**Self Employed - Wordpress Designer / Advertising Designer**

Duties included:

- ✓ Set up Domain name for client.
- ✓ Build client websites with WordPress.
- ✓ Modify existing code as needed.
- ✓ Work with QA Department on a customized testing plan.
- ✓ Develop themes and plugins.
- ✓ Designed, implemented and monitored web pages and sites for continuous improvement in a fast-paced environment.
- ✓ Translated established creative direction into conceptual ideas.
- ✓ Designed print and marketing initiatives for all website properties.
- ✓ Design the social media cover, profile picture, advertise post.
- ✓ Copy typing from clients.

**October 2016 – November 2019**

**Employer:** EcoOnline, National Technology Park, Plassey, Co. Limerick

**Digital Marketing & Web Designer**

Duties included:

- ✓ Since March 2019 new website from DCM Compliance to EcoOnline, with this acquisition involved a whole rebrand, website redesign and launch campaigns.
- ✓ Reviewing layout and content of all EcoOnline Websites and putting processing place to ensure content is kept up to date.

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- ✓ Review and update of SEO on all EcoOnline websites
- ✓ Creation and monitoring of metrics to assess the quantity and quality of visitors to EcoOnline Websites.
- ✓ eCommerce for Hazshop – part of EcoOnline Website.
- ✓ Build websites using WordPress & Prestashop.
- ✓ Develop graphics and visual or images for product illustrations and websites.
- ✓ Content marketing: Developing and publishing new content.
- ✓ Social media marketing
- ✓ Display campaigns.
- ✓ Create 100 slides on power point – rebrand from DCM Compliance to EcoOnline
- ✓ Act as the company expert in creating PPC and Google AdWords campaigns to be integrated with new website builds.
- ✓ Write coding using HTML and CSS.
- ✓ Update the CRM on HubSpot and MS Dynamic for the presales.

## March 2015 – September 2015

**Employer:** TravelFox, Little Island, Co. Cork

### Web Designer

#### Duties included:

- ✓ Performing work on both Travelfox and FlyCork with the focus of this role to develop content and manage the sites on a daily basis. The main IT applications used were Photoshop, HTML, CSS, Front End Web, Excel, PowerPoint and Word.
- ✓ Working on advertising campaigns for newspapers such as Sunday World and Sunday Independent and persuading clients to buy advertising space or time.
- ✓ Creating logos, banner ad buttons for websites.
- ✓ Designing email-marketing campaigns for clients.
- ✓ Designing websites that are easy and effective to use
- ✓ Building affiliate white-labels websites, promotional banners & creative material.
- ✓ Testing websites for functionality in different browsers & at different resolutions.
- ✓ As part of this role flexibility and the ability to adapt to rapidly changing circumstances was necessary. Therefore I needed to work under pressure to meet targets, to have a good aptitude for figures and be flexible in meeting any other requirements of the role.
- ✓ Using Content Management System everyday to up-to-date.

## November 2014 – December 2014

**Employer:** Carey & Corbett Insurance, Tulla Rd, Ennis, Co. Clare

### Administration Assistant

#### Duties included:

- ✓ Filing client information.
- ✓ Scanning information onto the computer.
- ✓ Broker reference – researching the best price for clients.

## March 2014 – October 2014

**Employer:** VisitorM, Limerick

### Researcher & Inside Sales & Web Designer

#### Duties included:

- ✓ Preparation of weekly reports for management containing a summary of my activities and an update on the status of each task.
- ✓ Sales, in particular identifying and targeting potential clients.
- ✓ After sales customer service and processing their monthly payment.
- ✓ Using OnePageCRM to do follow-ups with contacts from the retail industry.
- ✓ Developing websites that have a consistent feel and look throughout all web properties
- ✓ Developing and maintaining the front end functionality of websites.
- ✓ Providing technical support to end-users.
- ✓ Devising SEO strategies based around specific keywords.

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## Education/Qualification:

2016 - 2017

### Online Courses:

- ✓ Digital Marketing Manager: **Distinction**
- ✓ Social Media Management Tools - Buffer: **Distinction**
- ✓ Web Development: **Merit**

2015 - 2016

### Limerick Institutes of Technology (LIT), Limerick.

Honours Degree in Internet System Development  
(Information Technology)

**Subjects included:**

Web Architecture & Security, Mobile Application Development, Semantic Web, Digital Multimedia, Information System Management, Final Year Project.

2011 - 2014

Ordinary Degree in Internet System Development  
(Information Technology)

**Subjects included:**

Web Development, Mathematics, Computer Communications, Software Development, Database Design, Web Techniques, Object Oriented Programming, Finance & Electronic Commerce, Yearly Projects.

### Final Year Project:

#### **Web Application and Mobile Application for LIT Student Accommodation:**

(User Interface Design and UI Development).

Web Application:

- ✓ Atoms – using PHP
- ✓ Photoshop/Dreamweaver – designing images, logo, layout
- ✓ PHPMyAdmin – Database, storage database, SQL

Mobile Application:

- ✓ Android Studio - using IntelliJ's to develop app
- ✓ Firebase(SQLite)

## Interest & Achievements

**Camogie:**

I won an All-Ireland Junior medal with my local club, Inagh in 2011 & U21 Final in 2014. Also I played previously for Limerick Institutes of technology and won LIT Camogie Revival.

**Charity Running Challenge:**

Trained for a 5km/10km run/walk in aid of charity. Tackling over 30 obstacles, running, walking, swimming and crawling. Completed it using team work and fitness in the weeks of training beforehand. Climbed Highest Mountain in Ireland.

**Additional interests:**

I enjoy Camogie, Horse riding, Go-Karting and Boxing.

**Teaching:**

I teach sign language in my local to help them to enjoy and understand deaf people communication since 2012.

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## References

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