**Donna Fitzpatrick MBA BSc (Bus. & Inf. Tech.)**

*Dual British & Irish citizen relocating to UK Q3 2018*

80 Leinster Avenue North Strand Dublin 3 Ireland + 353 86 199 4635 donnaafitzpatrick@gmail.com

**OBJECTIVE** To capitalise on, and amalgamate, 25-years experience in international PR, marketing, communications and journalism with an MBA and B.Sc. in IT, to work in a Marketing role based in the UK.

**PROFESSIONAL**

**SUMMARY** International Marketing & PR Director, business strategist with a bachelors in IT and an MBA both from Trinity College Dublin. Have 25-years international experience within the corporate sectors to include; Dublin, UK, New York, Boston, San Francisco, Silicon Valley, LA, Paris, Milan & Asia.

**RELEVANT**

**SKILLS Communication** - Excellent written, oral and aural communication skills. Have proven track record of influencing stakeholders in corporate environments (global and local), from consumers, employees, third party teams, to Heads of State.

**Creativity** - Have created Marketing & PR campaigns and garnered a huge amount of publicity for clients while driving desired consumer behaviour. As a creative strategist, conceptualised National Employment Week for a client, resulting in a national advocacy movement.

**Flexibility** - Thrive in unorthodox working environments yet remain calm, logical and effective under pressure

**Energy** - Get energised by challenges and thrive on trouble shooting. Am highly career driven, enjoy travelling and have no family commitments, allowing for sustainable performance.

**Corporate Expertise** – Have proven track record with corporate clients.

**International Experience** - Have designed and managed global PR campaigns to deliver global message with local sensitivity. Experienced in dealing with global PR agencies.

**Crisis Management** - Have experience in extinguishing and minimising negative stories, and spinning potentially damaging stories into soft landings.

**Leadership/ Teamwork** – can inspire and manage a team and am hugely experienced in leading successful PR campaigns.

**Analytical Skill** – adept at interpreting complex data into strategic road maps to achieve desired publicity and consumer advocacy

**IT Skills** - With a degree in IT, can easily manage and instruct tech and data teams on requirements for systems/ analysis and have the ability to interpret data to generate insight and make recommendations.

**People Skills**- Have experience in leading international PR & Advocacy teams.

**ACHIEVEMENTS**

Designed and implemented international PR plan for leading Irish recruitment company, as a global thought leader, on the lead up to its acquisition. Was subsequently bought by a French firm to make a €1 Billion group, achieving a 30% higher multiple through reputation enhancement.

Conceptualised national advocacy movement “National Employment Week” for clients, which resulted in unemployment falling from 15.1% to sub 4%, receiving critical acclaim internationally and from the Irish Prime Minister.

Acted as Stratigic Advior to Ireland’s leading private lead FDI initaive Ireland Gateway to Europe since its inception.

**EXPERIENCE**

**2005-2018**

**Founder/ Director** **Fitzpatrick Consulting/ Boom Communications,**[**Ely Place, Dublin 2**](https://maps.google.com/?q=Ely+Place,+Dublin+2&entry=gmail&source=g)

Founded and directed boutique corporate and consumer PR & Marketing agency to cater to corporate, entertainment, celebrity, beauty & media clients. Based in Dublin’s Georgian business district, worked on a global scale to manage teams, campaigns and relationships on behalf of clients. Designed and implemented strategic communications campaigns in both Ireland & internationlly; striking the right balance between global consistency and local relevance (across web, print, TV, radio and asocial media) Have applied innovative campaigns direct and though global supply chains, achieving desired advocacy and bottom line results.

**CORPORATE CLIENTS**

**Ireland Gateway to Europe**

*[https://www.newstalk.com/The-Right-Hook-and-Ireland-Gateway-to-Europe-2016](https://www.newstalk.com/The-Right-Hook-and-Ireland-Gateway-to-Europe-2016%22%20%5Ct%20%22_blank)*

Was responsible for national and international communications for an trade mission comprising Ireland’s leading law firms, recruitments firms, banks & engineering firms, as well as Government. Worked in Ireland, Boston, San Francisco, NYC, Atlanta, Chicago, Silicon Valley, India & London. Procured and managed PR in locations, as required, and oversaw all activity, from planning stages through to final execution.

**Sigmar Recruitment**

*[https://www.irishtimes.com/business/sigmar-to-create-1bn-global-group-with-groupe-adéquat-1.3383960](https://www.irishtimes.com/business/sigmar-to-create-1bn-global-group-with-groupe-ad%C3%A9quat-1.3383960%22%20%5Ct%20%22_blank)*

Was responsible for raising this recruitment company’s profile in Ireland and abroad with purpose of attracting buyer. By maximising the brand’s public image, was instrumental in making a “strategic partnership” with French company to make €1 Billion global recruitment group, creating a top 50 global player. Was subsequently commended for presenting the public announcement in a particularly sensitive manner so as to align with internal, market and competitor messaging. Company received a 30% higher multiple due to reputation good will and the international potential of the brand. This resulted in €7.5m return for shareholders.

**Boston College**

*[https://www.irishtimes.com/business/economy/caveat-ireland-cute-leprechaun-squid-of-global-trade-1.3261982](https://www.irishtimes.com/business/economy/caveat-ireland-cute-leprechaun-squid-of-global-trade-1.3261982%22%20%5Ct%20%22_blank)*

Worked closely one of the US’s most prestigious Universities to raise awareness on both sides of the Atlantic. Worked in Boston and Dublin with Irish government, US government, university leadership, global business bladers and international trade associations to launch the University’s Business Council, which has become one of the most influential transatlantic business networks in recent years.

**National Employment Week**

*[https://merrionstreet.ie/en/Tags/N/National-Employment-Week.html](https://merrionstreet.ie/en/Tags/N/National-Employment-Week.html%22%20%5Ct%20%22_blank)*

Designed and managed PR campaigns for this annual national awareness week five years in a row. Managed input from business leaders and Government (Ministers and Prime Minister). Managed the procurement of international speakers, sponsors, media partnerships and delegate experience.

**Talent Summit**

*[https://www.irishtimes.com/business/work/ken-robinson-to-be-keynote-speaker-at-talent-summit-1.3383772](https://www.irishtimes.com/business/work/ken-robinson-to-be-keynote-speaker-at-talent-summit-1.3383772%22%20%5Ct%20%22_blank)*

Designed and managed PR campaign three years in a row for Ireland’s largest annual HR summit. Managed publicity campaigns for celebrity business clients to include American special guest Dan Pink and TED Talks record holding UK speaker Sir Ken Robinson. Conventionalised and co-produced pod cast series and feature 18 page thought leadership magazine in Irish Times. https://www.irishtimes.com/sponsored/talent-summit

**CONSUMER CLIENTS**

Maximised brand presence on various channels to include web, print, TV, radio and social media ensuring brand consistency. Managed to establish, cultivate and maintain relationships with relevant media. Organised and ran celebrity-backed advocacy campaigns. Tracked and influenced media coverage, analysing effectiveness and regularly reporting back to clients who included:

|  |  |
| --- | --- |
| Restylane | LPG Endermologie |
| Fraxel Laser | Jessica Nails |
| Bronz’ Express | Cosmedics Aesthetic Medical Clinic |
| Academie | Cosmedico Cosmetic Surgery Clinic |
| Christian Breton | Austrilain Body Care |
| Thalion | Lynton Lasers |

**ENTERTAINMENT/ CELEBRITY CLIENTS**

Dealing with the demands of celebrities and working ferociously behind the scenes to smooth background issues over to present a positive image to the public, have garnered a huge amount of experience leading issues & crisis communications, managing sensitive issues to maintain reputation, clients included but not limited to:

The Blues Brothers

Dan Aykroyd

The Belushi Estate

Menopause the Musical

Twink

Linda Martin

Successfully secured a commission for Fame the Musical, a live prime-time Sunday evening series on RTÉ 1, followed by a run in The Grand Canal Theatre and nationwide tour.

**MEDIA CLIENTS**

Glow Magazine – glossy lifestyle magazine.

George Hook – a leading drive time current affairs radio talk show. Managed publicity in both Ireland and the US.

**2011-2017**

**Beauty Editor** **Social & Personal**

Working for Ireland’s premier monthly glossy magazine, researched, organised, wrote and edited articles, interviews, profiles and news for the beauty section.

Organised guest editors to edit the magazine to include Bobbi Brown and Charlotte Tilbury. Enjoyed close relationship with the PR departments of all of the luxury beauty houses and travelled extensively with the brands to attend global launches, fashion weeks and to do celebrity interviews. Built a relationship with key global beauty editors and influencers at global launches. Garnered exclusive insight into how all of the major luxury beauty houses run international PR campaigns. Brands include:

|  |  |
| --- | --- |
| Chanel | La Mer |
| YSL | M.A.C |
| Clarins | Giorgio Armani |
| Tom Ford | Thierry Muglar |
| Estée Lauder | Kerastase |
| Lancome | Jo Malone |

**2005-2007**

**Faux Beauty Studio Founder/ MD Dublin City Centre**

Co-founded and ran Ireland’s first bespoke makeover studio. Raised investment and managed successful P&L which turned a profit within 8 weeks of trading. Managed team of beauty experts including; doctor for Botox & Fillers, dentist for teeth bleaching, hairdressers for hair extensions, nail technicians for nail extensions, and beauticians for brows and tanning.

**1999-2005**

**Marketing Consultant**

Self-employed marketing consultant working with beauty and IT clients

**1995-1998**

**Make-up Artist** **New York**

Estée Lauder key make-up artist in New York

Worked Runways at New York Fashion Weeks

Employed by Macy’s Herald Square, NY to train make-up artists

Represented Estée Lauder, Nars, Laura Mercier

**EDUCATION**

**2005-2006**

**MBA, Trinity College, Dublin**

Awarded Best MBA Company Project

Successfully completed modules in Corporate Finance, Business in Society, Accounting and Finance, Economics for Global Markets, Data Analysis, Financial Statement Analysis, International Business, ICT Enabled Change, Marketing, Operations Strategy, Management and Organisation, Organisational Behaviour, International Finance, Strategic Management & Innovation.

**1999-2003**

**B.Sc Business & Information Technology, Trinity College, Dublin**

**REFERENCES**

Adrian McGennis, CEO Sigmar Recruitment

Robert Mac Giolla Phádraig, founder Ireland Gateway to Europe