

James O'Neill

Head of Marketing (content, Branding, campaigns) and Lead Generation

10 years experience working for multinational CE/FMCG Clients.

Expert in marketing campaign design & delivery, strong content writer, global expert & speaker in RCS/Conversational Marketing Tech such as Tensorflow based smart channels within chatbots and CS.

Hired and manage a team of highly skilled marketing experts (internal 25 headcount, design, dev & marketing) on a large number of campaigns across multiple industries throughout global markets.

Winner of Employee of the Year at CluneTech Group over the past two years.

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Current Experience

Benamic, Kilkenny, Dublin, Varna— Client Campaign Consultation & Delivery

Aug 2017 - PRESENT

My primary function was to assess market objectives and formulate strategies for multinational clients such as Fitbit, Canon, Samsung, LG, Intel, Fellowes, Optimum Nutrition, Mercury Marine, Whirlpool, Pioneer, Logitech etc.

Through consultation, Solely developed & executed highly successful strategies that delivered those objectives and ensured client expectations were managed. Generating leads for both client campaigns and Benamic was a key role. In 2016 before my appointment, Benamic had attained 2 viable leads, I took that to 280 viable multinational leads in 2017 and grew that number each year. Expert in consumer journey development which is key to lead Gen. Proposed and solely designed and developed rebrand for agency out performing a number of high cost Dublin based marketing agencies.

Case Study Overview: SMS 2.0 / Whatsapp

Problem

March 20 - Hisence who were sponsoring the Uefa European football championships required a solution to drive TV sales around the sponsorship but also to build loyalty among the customer base. Going forward to Fifa World Cup sponsorship and beyond.

Solution

Strategy devised to promote the sales through various promotional offerings. In order to build loyalty, smart messaging was deployed prior to various tournament games, the gamification experience engaged users utilising a "Guess the Game Score" outcome approach. This campaign was specific to various national teams around their tournament games. Interactive smart messages (SMS 2.0/Whatsapp) were delivered to TV buyers previous to games, users guess the outcome and won prizes such as entertainment speakers and accessories to pizza deliveries.

More relevant case studies available:

Skills & Past Experience

Schivo 3D, Waterford & UK — *Marketing Manager* 2016 - Aug 2017

Headed up the 3D printing division and utilised digital channels such as search and content to bring in high value leads. Managed events such as trade shows as part of marketing. Solely built and managed websites and landing pages in house. Clients included Jaguar LandRover, Ferrari, McLaren, Boston Scientific, Thermoking, Abbott, Bausch & Lomb, Siemens, JCB, BE Aerospace.

Problem

Long term Aerospace client required to secure long term revenue to include in investment proposals for the company business strategic growth plans.

Solution

Built and delivered smart lead gen chatbot which identified server of client and automated stories and examples that were relevant to that sector. Secured lead which led to 32.5 million euro contract with Aerospace. The conversational bot served relevant media and information to pre qualified traffic.

Beyond the Box Digital, Dublin, Waterford — *founder* 2012 - 2016

As founder, hired three marketing professionals and utilised freelance contractors and executed campaigns for brands such as Audi, BMW, Citroen, Hyundai. This was both as national HQ level and dealership level.

Fitness industry: Helped Gyms such as Goldstone to secure membership and build relationships. Remax Group. Campaigns involving Real Estate.

Problem

Highly competitive car sales market for Approved Used Dealership brand cars.

Solution

Designed and executed display based remarketing campaigns for individually viewed cars through Carlsireland, Autotrader & other car trader sites. This was unique as it remarketed individual listings over generic advertising.

SKILLS

- Speaker and industry Expert
- Global Campaign design & Development
- Project management
- Google Ads / Bing Ads/Social Remarketing.
- Social Media brand presence and Lead Gen.
- Content Creation (both conversion based and brand building objectives, internal/external coms)
- Conversational Marketing Expert. Tensorflow experience, SMS.2.0 & Whatapp automation expert.
- Metaverse, currently upskilling in all things Metaverse.

AWARDS

- WIT Student of the Year : Awarded for outstanding performance in all areas of degree.
- Enterprise Ireland. Best Campaign development and Delivery.
- Enterprise: Best National App Idea
- European Content Awards: Winner in 2019 at Krakow, Poland
- Employee of the Year CluneTech Group. Over two years

**Call Management
International, Waterford —
Sales Manager**

2011-2012

Highest sales performer, promoted to manage 30 agents. Managing large business Clients requirements in relation to energy needs and expansion.

AOL Broadband, Waterford — Sale Agent
2007-2010

Highest retention record in department for happy customers. Agent of the month was awarded multiple times.

Telstra Communications 2006 - 2007

Managed team of five agents to highly successful outcomes being awarded “Golden Kicker” trophy for outstanding achievement.

KNOWLEDGE IN LANGUAGES

HTML 5, CSS, Java, Python __
Tensorflow/ Keras / Sonnet.

CRM Knowledge

Hubspot, Sales Force/ Pardot

CMS Knowledge

Wordpress, Magenta, Joomla,
Drupal, Prestashop, Shopify

Personal Website

<https://the-oneill.com/>

EDUCATION

WIT, Waterford— Hons Degree 1:1

2012

Excelled in all marketing and presentation based examinations. Awarded Student of the year for consistent achievement.

DMI, Masters in Digital Marketing: 1st Class Distinction

2014

Excelled in completing all aspects of digital marketing masters course including Dissertation on emerging technologies.

Please see personal website on the-oneill.com

References Available Upon Request

Examples of new tech smart messaging campaigns

Brinks: USA

Delivery of home security kits, upon signing on delivery, a smart message was deployed via API activation. The smart message provided an interactive walkthrough of how to set up the security system which was delivered approximately 15 minutes after delivery.

Jabra : European Campaign - Territories: Germany, France, Benelux

Delivery of interactive advertising via SMS 2.0, Very successful with click throughs of 96% to promotional pages.

Canon: UK

Upsell of camera DSLR lenses to customers who made a recent purchase of a camera. This was the most successful campaign I have ever been involved in as purchasing additional lenses had a 63% conversion rate.

Michelin: France

Utilising data from previous Q 3 / 4 Campaigns, a smart messaging campaign was sent to users detailing promotion offerings for four tyres for the price of three. Conversion rate was 18.6% uptake here so this was also considered very successful.

Currently planning campaigns around location based smart messaging. User enters a certain location activating an automated smart messaging workflow.

Cover letter

10 years experience designing and then delivering marketing strategies for both consumer electronic and FMCG based multinationals. Brands such as Bosch, Samsung, Audi, Canon, Optimum Nutrition, Fitbit etc. Excelled in assisting brands develop successful marketing strategies that delivered a wide range of various objectives across a diverse range of global markets and segments within those markets.

Building and leading expert teams in delivery of high impact campaigns that focused firmly on achieving tiered objectives across multiple markets. Concisely analyzing and confidently pivoting when required. Leading a core team of marketing professionals with headcount of 25, auxiliary teams of design and development of over 40 where I direct their team managers.

SaaS based Experience

Proven track record in delivery of SaaS based product offerings. High campaign successes delivered with clients such as

- Creative SaaS companies - Adobe & Corel Draw.
- Security software company - McAfee when operating as a subsidiary of Intel.
- Fintech solutions payment platform, TransferMate
- Payroll SaaS solution platform , Immedis

Expert in setting up successful lead generation funnels and working closely with sales teams to deliver targets while continuing to problem solve modern style roadblocks, always evolving solutions to successful delivery. This is clearly demonstrated with a proven track record in over delivering revenue and sales targets.

Highly innovative with a firm grasp of marketing based technologies to include voice touchpoints and advanced conversational marketing tech. Regular speaker at events promoting these technologies in marketing. Skilled in design & development which ensures a clear fluid like output between sales, marketing and creative.

Appreciate your time and consideration.

Sincerely,

James O'Neill

Additional Points

Passionate about delivering conversion centric digital strategies. Proven track record in delivering conversion based traffic and leads in a multiple of various markets and environments.

High focus on buyer persona based development including opportunity persona identification and setting up various funnel environments, placing high emphasis on positive utilisation of the various complexities within consumer journeys. Expert in data tracking methodology, including both data and behavioral streams that allow optimisation to succeed. Streamlining that success to deliver on KPIs such as ROI through various optimisation of attribution modeling with CPAs to include all customer touchpoint costs.

Search marketing expert with experience working with multiple multinational brands securing prime conversion based placements on SERPs. Training and developing expertise on new search marketing channels. Globally recognised expert in Voice search and AI based technology with a busy schedule speaking at marketing events. Analytical measurement specialist who can carry out all aspects of conversion tracking for success optimisation.

Content focused approach ensures that the consumer journey is treated as such, as a journey, and that there are various behavioral aspects that different personas lean on to reach those conversion events and goal. Understanding that content plays a key part is crucial to success maximisation.

Personal Attributes

Highly motivated professional who believes that hard work and creativity with the correct knowledge can achieve anything. A friendly competitive personality ensures that the standard always reaches new heights and everyone on the team can learn and benefit from that success . A firm belief in leading by example. Extremely creative with a record of delivering ideas and concepts that have benefited companies enormously. Enjoy working and leading teams of professionals and engaging with team members based on their dreams and aspirations.