

Aoife Woodlock

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ABOUT ME

Until the end of January 2024, I served as a Digital Marketing Executive at ADvendio and previously as a PPC Executive at Wolfgang Digital. Throughout my career, I've thrived in fast-paced environments, consistently interacting with customers and clients. Holding a First-Class Honours Master's degree in MSc Marketing Practice, coupled with an Upper Second-Class Honours Bachelor of Commerce degree from NUI Galway, I demonstrate a commitment to excellence in my academic and professional endeavors.

Possessing exceptional organizational, problem-solving, and communication skills, I'm dedicated to exceeding expectations in every task. I operate with a high degree of efficiency both independently and within team settings, leveraging my adaptability and keen attention to detail to deliver outstanding results. My work ethic is characterized by honesty, determination, and punctuality.

PROFESSIONAL EXPERIENCE (BY RELEVANCE)

Coach House Hotel, Oranmore

Dec 2017 - May 2018

Receptionist

- Facilitated receptionist duties with precision and professionalism, maintaining a welcoming atmosphere for guests and efficiently handling inquiries.
- Produced detailed cash forms outlining all financial transactions for the accountant, ensuring accuracy and compliance with financial procedures.
- Supported hotel and bar operations during breakfast and lunch hours, ensuring efficient service delivery and guest satisfaction.
- Assisted housekeeping as needed, contributing to the maintenance of cleanliness and order throughout the hotel.

VR.Party.ie

June 2017 - August 2017

Receptionist/ Host

- Handled receptionist duties efficiently and professionally, ensuring smooth operations.
- Set up and maintained computer systems and virtual reality setups, resolving issues promptly.
- Hosted parties for a variety of occasions including birthdays, and staff gatherings, crafting unique experiences and attending to guests' needs with enthusiasm.
- Managed daily cashbook to maintain accurate financial records.
- Ensured cleanliness by cleaning each unit and headset after every customer interaction.

HSE, National Distribution Centre, Tullamore

June 2018 - August 2018

Warehouse Operative

- Efficiently picked stock for orders, maintaining accuracy and timeliness to fulfill orders while consistently meeting targets.
- Prepared and filled cages with products destined for distribution to various HSE locations and hospitals across the country, ensuring proper handling and organization, all while achieving set targets.
- Contributed to the smooth operation of warehouse activities, prioritizing safety and efficiency in all tasks, and consistently meeting performance targets.
- Upheld strict adherence to warehouse protocols and procedures to ensure quality control and compliance with regulatory standards, never missing a target.

European Sharepoint, Office 365 and Azure Conference**August 2019 - June 2020****Marketing Assistant**

- Lead Generation: Identified prospects and speakers via Sales Navigator and Cognism.
- Digital Marketing and Campaign Support: Assisted PPC campaigns, SEO optimization, analytics, social media, and video editing for campaign execution.
- Event Management Assistance: Contributed to successful event planning and execution.
- Marketing Research: Conducted research, provided strategic recommendations.
- Website Maintenance: Supported website and app upkeep.

Wolfgang Digital**May 2021 - May 2022****PPC Trainee promoted to PPC Executive**

- Created, optimized, and reported on PPC campaigns for clients using Google Ads and Microsoft Ads.
- Managed client relationships, communications, and developed strategies.
- Developed proposals to enhance existing client activity and secure new contracts.
- Collaborated with other departments to maximize client results, including SEO, Paid Social, and CRO.
- Managed monthly budgets exceeding €100k and provided assistance on accounts with budgets surpassing €200k per month.

ADvendio**May 2022 - January 2024****Digital Marketing Executive**

- Led PPC campaigns on Google Ads and collaborated on LinkedIn Ads.
- Managed organic social media platforms, including LinkedIn, X, and Facebook.
- Oversaw event sponsorship and promotion throughout pre, during, and post-event phases.
- Provided sales support with booth designs, materials, and lead generation campaigns.
- Managed creation of ebooks, authored articles, and facilitated webinar support.
- Executed tasks for global campaigns in coordination with the digital marketing manager.
- Utilized analytics from Google Analytics and platform data to inform strategic decisions.
- Collaborated with cross-functional teams, including sales, customer success, and external influencers.

EDUCATION

University of Galway**August 2019- June 2020**

- Master's degree Marketing Practice
- Grade: 1.1 (First Class Honours)

University of Galway**August 2016- May 2019**

- Bachelor of Commerce
- Grade: 2.1 (Second Class Honours, Grade 1)

KEY SKILLS

- Communication: Confident working closely with customers and colleagues, building good working relationships. Learnt to communicate quickly and efficiently under the time pressure of deadlines knowing which medium of communication - i.e. email, phone call, face-to-face meeting - is appropriate for different situations
 - Customer Service: Comfortable dealing with customers face to face. Empathy, patience, good communication, and problem-solving are core skills in providing excellent customer service.
 - Leadership: Exercised meticulous attention to detail in project management, including budget oversight, ensuring tasks were delegated effectively and executed to a high standard. Led digital marketing campaigns, collaborating closely with external agencies, designers, and influencers to maintain excellence throughout.
 - Adaptability: Successfully navigated the dynamic demands of clients in a marketing agency environment, adeptly adjusting strategies and tactics to meet ever-changing needs and preferences.
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