



Cian Kiely

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After 4 years working in marketing for top tier Enterprise Organisations in Ireland, I have made the change to pursue a career in Law over the past year. I made the change in January 2018 and I have focused on achieving my goal of becoming a Solicitor since then. I sat the FE1's in March and worked as a Legal Intern in the Litigation department of Baily Homan Smyth McVeigh from April to August before taking time to study for the FE1's in the October sitting. I will be returning to Baily Homan Smyth McVeigh in their Corporate department for the next few months. I have found that while working in a Law Firm that I have transferrable skills and market knowledge relevant to a career in Law. Furthermore, the experience has reassured me that I have made the right decision to make the change and my commitment and drive to make it happen has increased as the year has gone by. By hiring me, you will get something different with a blend of experience, drive and the commitment that comes with leaving a career behind in the pursuit of bettering myself.

Baily Homan Smyth McVeigh | Legal Intern - Litigation | April 2018 – August 2018 | Internship

My experience in Baily Homan Smyth McVeigh involved working in the Litigation department with a particular focus on Personal Insolvency cases across the country. Given the delays in the cases being heard due to the Locus Standi, there was a large volume of work at the beginning of the summer which helped give me a good understanding of the area while also providing support to other parts of the department.

Notable achievements

- Prepared Briefs to counsel and Booklets of Pleadings for several Personal Insolvency and Mortgage Repossession cases
- Attended Court for several cases and took accurate notes of the hearings
- Attended Creditors meeting and took minutes
- Managed the intern workload for all Personal Insolvency and Mortgage Repossession cases to ensure that all booklets/briefs were completed on-time and to a high standard
- Drafted Affidavits, Exhibits, Civil Bills, Statutory Declarations and Letters to opposing parties
- Prepared invoices to clients, paid invoices for Barristers and managed system for stamping court documents

Version 1 | Marketing Business Partner | September 2014 – January 2018 | Full-time

I worked in the IT Consultancy, Version 1 as Marketing Business Partner. I had a leading role in a small team spread across the UK & Ireland that had a unified approach to building the Version 1 brand and lead generation. I had responsibility for all event and campaign management activities across the UK & Ireland.

Notable achievements

- Managed all marketing activities in Version 1 for my first 4 months while my manager was on maternity leave working with my colleagues in the UK on a project basis.
- Planned and executed internal and customer events ranging in size from 15-650 attendees consistently executing against my targets and achieving ROI across all events.
- Organised a number of topical webinars resulting in contracts with 7 new customers in an 18-month period.
- Managed our company website and have developed several different microsites for specific service lines or campaigns.
- I ran our Social Media channels including our Facebook, Twitter, LinkedIn and YouTube accounts. I developed a brand evangelist strategy with our senior management to try and establish them as thought leaders through blog content on their social media accounts.

- Planned and managed our Graduate recruitment campaigns. [Breaking Grads](#) (2015) resulted in 1600 applications, 42 hires and a Best Student Marketing Campaign award in the GradIreland Awards. [Supergrads](#) (2016) resulted in 2800 applications and 61 hires.
- Developed and implemented brand integration strategies between Version 1 and two acquired companies.
- Planned and implemented integrated marketing campaigns for specific service lines including Database Managed Services, Oracle Cloud, Oracle ERP and AWS technologies.

EY (Ernst & Young) | Marketing Assistant | September 2013 – August 2014 | Contract

I worked as part of the UK&I marketing team focusing on the Irish business with responsibilities such as; organising planning and managing corporate events and planning as well as implementing advertising campaigns.

Notable achievements

- Organised a range of about 55 C-suite client events (50-350 attendees)
- Project managed the development, production and execution of a three-month advertising campaign (June-August 2014) within major Irish Airports in conjunction with EY's Partnership of the Ryder Cup.
- Developed creative marketing collateral such as brochures, invitations, white paper, event agendas, feedback forms etc. across our service lines in support of overall marketing campaign activities throughout the year.
- Worked with our business leaders in developing a professional LinkedIn profile which outlined their career expertise.

Education

2012-2013 MSc. in Marketing Practice – UCD Michael Smurfit Graduate Business School – 3.31GPA, 2.1 degree

2008-2012 Bachelor of Business Studies – University of Limerick – 2.71GPA, 2.2 degree

2002-2008 Leaving Certificate – Clongowes Wood College – 415 points

Skills

Hard Skills

Skilled in MS Office, Salesforce, Mail Chimp, Constant Contact, Video production & editing, Prezi, IBM SPSS Statistics, Wordpress, Survey Monkey, Dynamics CRM, MS Sharepoint

Soft Skills

I have excellent communication skills, team-working ability, research skills, leadership and management skills, business development skills and the ability to perform under pressure

Other Achievements and Interests

- I received an Employee Recognition Award for an internal communications initiative that I launched in 2016.
- I won 2 industry awards for Graduate Recruitment campaigns that I planned and implemented.
- I am currently enrolled in CIMA with one exam left to complete my CIMA Cert BA
- I enjoy playing and watching Rugby, Golf and Soccer. Playing for Clongowes, we reached the semi-final of the Leinster Schools Senior Cup in 2008. Won the South Western Division 2 in 2009/2010 with Old Crescent U-21s.
- I worked as a sailing instructor for 2 summers in Mullaghmore Sailing Club. I also competed in sailing events and came second in the Topaz Westerns in 2012

References are available on request