

CURRICULUM VITAE

NAME: Seán Farrell

LOCATION: 28 Priory Drive, Stillorgan, Dublin

EDUCATION: First Class Honours, English Studies
Trinity College Dublin

FE1's: Sitting Property, Equity, Contract and Criminal FE1's in Spring 2017.

EMPLOYMENT HISTORY:

Ogilvy & Mather Group UK (London)

OgilvyOne Business

Nov 2015 - Jan 2017 **Client Services - Account Manager**

Account Manager on the IBM account, situated in Client Services. Responsible for strategic management of the IBM account.

My role encompassed a range of responsibilities, which can be broadly broken into:

- Management of all tactical campaigns.
- Liaising with senior Ogilvy partners in Business and Planning departments to determine strategic direction of the account.
- Maintenance of strong client relationships across IBM.
- Growth of margin across account.
- Financial management.
- Project management.

Also responsible for development and management of brand campaigns produced by IBM surrounding key partnerships with Wimbledon and RFU. These are IBM's largest annual communications campaigns and centre around the All-England Lawn Tennis Championships, and RBS 6 Nations. Historically award winning, with heavy involvement from senior Ogilvy and IBM partners from UK, European and Worldwide offices, these are high-pressure, high-profile campaigns.

Strategem (Dublin)

Nov 2014 - Nov 2015 **Client Services - Account Manager**

Jan 2014 – Oct 2014 **Client Services - Account Executive**

Sep 2013 – Dec 2013 **Client Services - Intern**

Founded in 1998, Strategem are an independent advertising agency based in Dublin. As Account Manager there I worked on leading Irish and international brands including: Bus Éireann, Diageo (Guinness & Pampero Rum), Spanx, Red Bull and Oxfam Ireland.

Responsible for overall brand and communications strategy and day to day management of agency's accounts. Ranged from management of tactical campaigns, to wider commercial strategy of accounts. Cultivated strong client relationships through chairing of regular face to face meetings with key senior clients, and presentation of proposals and reports. Oversaw financial management on all projects from start to end - indicative costings, development of budget, selling in of costings, and management of internal and external resources to ensure jobs come in on time and with healthy agency contribution.

EXTRACURRICULAR:

Creative:

- Grades 1-7 in piano.
- Grades 1-5 in violin.
- Also proficient in traditional guitar, bouzouki and mandolin.
- Strong interest in the arts and literature, have had a number of short stories published.

Leadership:

- Worked in Calcutta for 3 months as part of Suas Educational Development's Volunteer Programme 2011. My work consisted of teaching children ranging in age from 7 to 16, taking classes in English, Biology, Physics and Geography, as well as extracurricular classes in Music and Sport.
- Worked in Calcutta in 2007 for two weeks as part of the Christian Brother's Immersion Project where I volunteered at Mother Theresa's Home for the Destitute and Dying.
- Along with a teacher and another student helped to pilot and create the new secondary level subject entitled "Development Education". It is now being introduced in most schools across Ireland as a Transition Year module.

Societies:

- Dean's Roll of Honour Trinity College 2012.
- Former PRO for Suas Trinity.
- Head of Suas After School Homework Programme and Refugee Football Programme.
- Volunteer with VDP Child Literacy Programme and St.Audeon's Homework Club.
- Former Deputy Copy Editor for Trinity News.

Sports:

- Played senior soccer and gaelic football with local club, Killeshin F.C.
- Qualified pool lifeguard, working in summer of 2010.
- Managed and played in the Trinity College Megaleague with Sellotape FC.

References available upon request.