**Alister Doyle**

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| **Skills** |
|  | Hard-working and commercially-minded individual with growing experience and excellent communication, analytical and problem-solving skills. I have previously graduated with a Masters in International Management and a Bachelor of Business Studies degree and am currently working for Dublin-based law firm ByrneWallace, gaining valuable experience in data analysis and project management. I am extremely proficient using Microsoft Office, have a working knowledge of SQL and also have experience with Adobe Creative Cloud and Email Marketing. |
| **Experience** |
|  | October 2014 – Present **ByrneWallace** CRM Administrator/Marketing Analyst* Responsible for managing InterAction CRM database of over 25,000 contacts and 200 users, in addition to implementing firm-wide CRM repositioning and data cleansing project.
* Provide regular measurement and analysis of business development activity across the firm, combining data from multiple sources and tailoring reports to suit a number of different audiences.
* Work closely with client services and marketing teams to manage database structure, segment data and deliver highly targeted marketing communications.

February 2014 – October 2014 **Noodle Education, New York** Digital Marketing Coordinator* Managed and developed Noodle’s online community, answering user questions and engaging with schools.
* Helped grow editorial output by over 50%, coordinating with the editorial team to manage, edit and publish content.
* Wrote a number of key articles for the website and was also involved in creating Community Guidelines and writing copy for help pages on the website.

June 2013 – October 2013 **Adforce.com** Sales & Marketing Executive* Planned and coordinated a number of successful sales proposals for clients across mobile, tablet and web platforms.
* Carried out competitive analysis on an ad-hoc basis to help identify emerging business opportunities for the company.

September 2012 – June 2013 **AIB** Financial Risk Analyst* Responsible for the on-going review of market risk positions, trends and concentrations, providing regular independent commentary and analysis to management in the form of operational dashboards.
* Streamlined a number of key departmental processes and procedures and developed others from scratch, utilising my advanced Excel skills and my knowledge of VBA programming and SQL.
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|  | **education**Professional Diploma in Digital Marketing Digital Marketing Institute March - August 2013Masters in International Management, *Second Class Honours Grade 1* Northeastern University (Boston) & Dublin City University 2011 – 2012Bachelor of Business Studies, *First Class Honours* Dublin City University, Ireland 2007 – 2011 |