**Alister Doyle**

113 the waterside apartments, charlotte quay, ringsend road, dublin 4.

Phone: +353 87 995 5719 Email: alisterdotdoyle@Gmail.com

|  |  |
| --- | --- |
| **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. |
|  | **education**  Professional Diploma in Digital Marketing  Digital Marketing Institute March - August 2013  Masters in International Management, *Second Class Honours Grade 1*  Northeastern University (Boston) & Dublin City University 2011 – 2012  Bachelor of Business Studies, *First Class Honours*  Dublin City University, Ireland 2007 – 2011 |