

Loughlin O’Nolan

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Personal

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Employment History

March 2008 – present : Internal Communications Executive, GOA Games Services Ltd.

Responsible for all internal communications for the online games arm of telecoms company Orange. I developed, implemented and managed an intranet for the Dublin site, which allowed all employees timely access to human resources, facilities and marketing information about our titles. This included a comprehensive online staff directory with pictures of employees and contact information. I was also responsible for driving our corporate culture program, based loosely on the Orange brand values. I organised all internal staff events with appropriate multimedia content where necessary.

August 2006 – June 2007 : Marketing Communications Manager, Arantech

Responsible for all marketing communications material and messages for a Dublin-based telecommunications software company with global customers including Vodafone (group), Orange (group) and T-Mobile (group). Communications materials included brochures, white papers and partner and customer newsletters. Managed a full redesign of the Arantech website.

May 2003 – June 2006 : Marketing Manager, Anam Mobile

Responsible for both marketing communications and product marketing roles. Significant projects included a full rebrand and repositioning of the company and its product line to address the global mobile network operator market. Key responsibilities included management of all communications (through print, online, press relations and industry event channels) and corporate and product collateral. I also conceived and developed an extensive intranet for the use of all departments in all regions (EMEA, AsiaPAC and the Americas).

January 2002 – April 2003 : Freelance Marketing Communications Consultant

Worked with SME and startup clients, helping them to define their marketing and overall communications strategies and implementation of these through all relevant channels.

Internal Communications

I have a wealth of experience in developing and implementing internal communications strategies for large organisations and latterly software & online games companies.

With GOA Games Services, I developed an internal communications strategy to allow efficient communications with multi-lingual employees from across the European Union in a 24/7 shift environment. This strategy also took account of senior management’s communications support requirements. The main aim of the strategy was to enhance employee engagement with the organisation, and to ensure that employees were aware of the vision, mission and business objectives of the organisation.

As brand manager for Anam mobile, I was responsible for evangelising a new brand throughout a global software development organisation which was not accustomed to placing a premium on the importance of branding.

During my time in the web development industry I worked with both the ESB and Bord Gais on early iterations of their intranets. This involved developing intuitive information architecture, information classification and ranking and identification of best publishing practice.

With GOA Games Services I was also responsible for all in-building signage and promotional activity around Sports & Social Club events.

General Communications

I developed communications strategies using all channels relevant to the target audiences for Arantech and Anam Mobile. In addition to traditional media (print, broadcast, outdoor) and online and email campaigns, these included SMS and MMS promotions utilising Anam's messaging platforms and demonstrating their Smart Services™ system. Prior to this I advised numerous clients on appropriate offline and online marketing communications strategies.

In all of these cases I was responsible for implementation of the tactics identified as appropriate in the strategic plan from conception to delivery and subsequent analysis.

Examining and improving customer, prospect and employee experiences at each interaction with a brand has always been a key part of my role. I have implemented changes and enhancements at all levels from email signature file design to physical premises design and specification to reinforce brand values.

I have developed and disseminated detailed style guides and communications handbooks, and prepared scripts for sales teams and briefings for executive media interviews. At all times I have emphasised simplicity and clarity in communications.

Relevant Education

Carr Communications, 2001: Presentation skills

ETP International, 2000: Project management

Dublin Institute of Technology, 1997-98:
Graduate Diploma in International Marketing/German
- Merit achieved

Trinity College Dublin, 1993-97: Two Subject
Moderatorship in English and German - 2.1 honours
achieved

Blackrock College Dublin, 1988-93: Intermediate
and Leaving Certificates

Software Proficiencies

MS Office (all)

MS Project

MS Visio

Salesforce.com / other CRM platforms

Adobe Dreamweaver / Acrobat / Photoshop

Jasc Paint Shop Pro

GIMP / KompoZer / NVU

Wordpress / bespoke publishing platforms

Google Analytics / Webtrends

Staroffice / Openoffice

FTP clients / audio production & editing tools / video
production & editing tools

Wiki syntax

Scribus (open-source desktop publishing)