

Dominic Fitzgerald

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PERSONAL SUMMARY

I am a highly self-motivated manager & trainer with excellent business awareness and digital marketing skills. My competencies include the ability to strategically plan, implement, monitor and adapt organisational goals in a customer-centred way, while ensuring the human, technological and physical resources are available for their success. As business needs are constantly evolving, I understand the importance of continued personal development to stay up to date with current trends and also to develop future opportunities in line with ongoing customer care and needs.

CAREER HISTORY

**November 2014 -
February 2015**

Webdesign and Digital Marketing Internships

dinglerecordshop.com | KerryIC.ie | sheehysfish.ie

- Develop Branding across Social Media Platforms
- Propose Photoshop Graphic Design Templates
- Build, Code, Test and Upload Websites for live viewing
- Manage Domain Registration and Hosting Packages

**August - September
2014**

Interim Shop Manager

Oxfam, Tralee, Co Kerry

- Maximise retail sales
- Stock generation, processing and rotation
- Preparation, achieve and monitor shop income and expenditure budgets.
- Recruit, train, lead, manage and plan for the development of volunteers
- Coordinate with external bodies, to represent Oxfam's values and beliefs.

2006 – 2012

Operations and Marketing Manager

HOMEVALUE Dingle DIY & Garden Centre, Dingle, Co Kerry

- Develop and Manage Strategic Overview
- Design, Implement and Monitor Delivery and Customer Care Systems
- Optimize Advertising Budget
- Stock Management, Merchandising, HR, CPD, Sales and Purchasing
- Co-ordinate and Negotiate with Major Stakeholders

1990 – 2006

English Teacher & Cambridge Examiner, Rennes, France

Universite de Rennes 1, Universite de Rennes 2, INSA, LISAA School of Design, ENST de Bretagne, Institut France-Americain, Ecole Louis de Broglie

- Prepare students for institutional, national and international examinations
- Develop, Implement, Monitor & Evaluate Course Material

1987 – 1990

Sales Assistant

P & T Fitzgerald (HARDWARE) Ltd, Dingle, Co Kerry

EDUCATION

May 2015	CMSE Training, Cork Training & Delivery Evaluation FETAC/QQI Level 6 <ul style="list-style-type: none">• Adult Learning Theory & Practice• Training Course Objective and Goal Setting• Training Needs Analysis, Evaluation & Assessment• Motivation, Communication & Presentation Aids• Employment Law - Equality & Diversity
February - April 2015	Kerry ETB, Big Wave Media, Kerry Adobe Certified Associate in Web Authoring Using Adobe Dreamweaver
November 2014 - February 2015	Kerry ETB, Big Wave Media, Kerry Certificate in Digital Web Design, Authoring & Computer Illustrated Graphics
2013 - 2014	Communications and Management Institute, Dublin Advanced Diploma in Human Resources
2013	Dublin Business School, Dublin Advanced Diploma in Online Marketing & Digital Strategy Irish Times Training, Dublin Diploma in Ecommerce Management
2012	Dublin Business School, Dublin Advanced Diploma in Web Design
1998 - 2003	Open University, United Kingdom Master of Arts (M.A.) in Education, Educational Management & On-line Learning

ADDITIONAL INFORMATION

Other Training: Cycling Ireland Level 1 Coach, Mountaineering Diploma, Child Psychology

Languages: French (Fluent), Italian (Basic), Irish (Basic)

Sport & Interests: Cycling, Karate, Duathlon, Gym, Hillwalking, Irish Dancing, Theatre.

Travel: USA, Australia, Europe & India