



## REBECCA ROBINSON

### PROFILE

I have experience working in industry and academia. The blend of the dichotomy has given me the opportunity to work in dynamic environments in diverse sectors. I have many years' experience interacting with stakeholders from a range of disciplines, as well as experiencing international, cultural and corporate understandings whilst travelling and working internationally. I particularly enjoy innovation, strategic thinking, communications and problem solving .

## WORK EXPERIENCE

### Researcher in Entrepreneurship

#### Munster Technological University

April 2021 - Present

- Support entrepreneurial and educational initiatives and programmes for local, national, EU and international research projects
- Create and deliver content for training programmes
- Lead the MTU Enterprise Camp initiative - market, recruit and co-ordinate activities for the Centres entrepreneurship camp for second level students
- Conduct research, gather data and produce metrics for research outputs, strategic development and for funding applications
- Communicate and collaborate with local and international project partners towards a common goal
- Coordinate and chair project meetings
- Support communications through project specific and the Centres dissemination plan
- Build student, industry and academic relationships
- ENACTUS faculty adviser for Enactus MTU guiding students in social entrepreneurship

### Marketing Manager

#### Architectural & Metal Systems

Aug 2018 - Present

- Leading the marketing & communications function in a €42m manufacturing engineering company, strategy formulation, analysis, & execution, produce measurable metrics, identify leads, revenue streams, opportunity recognition, conduct competition analysis through research, report writing & manage budgets
- Manage social media, CMS website, branding, company blog, SEO, AdWords, content, the CRM, analytics, databases & support sales functions
- Decision maker & content creator for advertising, PR, event management, designs, campaigns & branding
- Redesigning & updating company website with product information, brochures, sales material, presentations, documentation & company news
- Communicate with external agencies for photography, videos, publications, media & print
- Research customer value experience, competitors, projects, markets, suppliers & new resources
- Presentation of information to senior management

# WORK EXPERIENCE

## Communications Lead

### Pilz Engineering & Software GmbH

Jul 2017 - Jun 2018

- Managed communications, administration, distribution & organisation of training, documentation & materials for Pilz TUV Nord certified courses from the international HQ for 40 subsidiaries, hundreds of staff & thousands of customers
- First internal point of contact for Pilz Training globally, problem solved subsidiary requests & issues
- Guided in the design, creation of written & visually engaging material for new & existing courses
- Communicated trainings internally to staff & externally to customers mainly in pharma sector
- Developed visuals & content for sales proposals for global audiences using InDesign & PowerPoint
- Assessed & prioritised training needs within & external to the organisation, maintaining a training register & communicating training reminders
- Organised training dates, venues, speakers, feedback catering, exams, results, & updated manuals

## Research Intern

### Cork Institute of Technology - The Hincks Centre for Entrepreneurship Excellence

Sept 2015 - Jul 2017

- Awarded a scholarship to conduct a research Masters in entrepreneurship, education & employability
- Led the introduction of the first Social Enterprise Initiative for students in CIT called ENACTUS
- Assisted in Irish, International & EU funded projects eg. The Cool Route & Enterprise Camp
- Conducted research & data gathering for funding applications/proposals & supporting documents
- Contributed to the CIT's KPI's in terms of research, managing student initiatives & creating awareness
- Co-managed & coordinated the 3E ECSB Entrepreneurship Education Conference for the Centre
- Published research findings at the 3E Conference. The title of the paper was "What Employers want? A Cross Country Study of Graduate Employability Skills in Croatia and Ireland".
- Negotiated & secured a social entrepreneurship award sponsored by Dell EMC for The Hincks Centre
- Invited to be a committee member for Churchfield Community Trust, enabling student cross-skills
- Provided mentoring & feedback to multi-disciplinary student projects, understanding the need for confidentiality & diplomacy. Worked with various levels of staff & management very successfully

## Marketing Manager

### XLR8 Digital

Jan 2015 - Aug 2015

- Led the marketing efforts of a marketing outsourcing company, managed the marketing team, identified leads, created sales proposals for tailored digital marketing solutions for clients
- Project managed client projects from brainstorming, idea inception, creation, milestones and sign off
- Managed companies SEO, AdWords, blog writing, website updates and email campaigns
- Designed company brochures, branding, logos, business cards, communications
- Provided feedback reports on online metrics facilitating decision making
- Planned, led & implemented marketing campaigns, online, digital, pricing & sponsorship strategies
- Engaged with multiple management platforms for organising & managing workloads & tasks
- Responsible for managing budgets, growth, opportunity recognition & partnerships opportunities
- Project managed events, marketing strategies, client campaigns & key accounts

# WORK EXPERIENCE

## Marketing and Communications Manager

CPI Technology Engineering Limited

May 2012 – Dec 2014

- Managed B2B communications, CRM, marketing & sales funnel activities to the pharma industry
- Proposal writing to large multinationals eg. Pfizer, Novartis, Eli Lilly, Intel, MSD, GSK etc.
- Managed company website redesign and social media, using CMS, SEO, Google Analytics & AdWords
- Responsible for administering enquiries, BOM's, quotations, PO's, invoices, costings and sales margins
- Project managed pharma project enquiries relating to equipment, managing the technical, logistical requirements associated with supply, delivery, customer service & documentation for the project
- Familiar with CE marking, SEP & EU Directives governing the use and supply of the equipment

## Marketing Executive

Retail Pulse Ltd

Mar 2010 – May 2012

- Built & supported strategic B2B relationships within FMCG industry eg. SuperValu, Dunnes, Tesco
- Aided in proposal writing to attract new business into the company and reported metrics
- Responsible for POS material, promotion planning, planogram & pricing compliance in the multiples
- Met & influenced decision makers with the aim of promoting products to place orders
- Provided feedback to both FMCG customers & clients on products, pricing, orders, trends & promos
- Mentored final year Food Science students from UCC, guiding them to business plan & competition pitching stage with their innovative high fibre/high protein innovative beverage idea

## Administrator

Stratton Partners

Nov 2008 – Mar 2010

- Elements of book-keeping, V.A.T., general admin & reception duties
- Set up limited companies & sole traders, managed all customer queries & related administration
- Solely managed subdivision of company – company secretarial/legal paperwork
- Liaised with external agencies for the development, content & design of company website/ brochures
- Office management, customer service, appointment management through Outlook

## Training Co-ordinator

Kaplan Professional Education

Dec 2007 – Nov 2008

- Responsible for organising lectures, schedules, speakers, materials, room & power point slides set up
- Administered course and slides updates, communicated course information and newsletter to clients
- Coordinated, communicated & supervised exams, exam collection, recorded & communicated results
- Coordinated course registration, CPD, networking, marketing & membership events
- Provided guidance to clients on career progression through Kaplan training and educational courses
- Administered company paperwork, the company CRM and marketing communications

## ACADEMIC HISTORY

### **CORK INSTITUTE OF TECHNOLOGY**

2019 | MBus (Research)

### **CORK INSTITUTE OF TECHNOLOGY**

2015 | Bachelors of Business

### **CORK INSTITUTE OF TECHNOLOGY**

2013 | Bachelors of Business in Management

### **University College Dublin**

2006 | Financial Service Higher Diploma

## TRAINING

### **BIZNET**

2011 | Train the Trainer

### **RUBICON**

2015 | Excel Programme