

PERSONAL DETAILS:**Address:****Tel:****Email:** dara.boland1@gmail.com**Website:** www.about.me/daraboland**KEY STRENGTHS:**

- Strong interpersonal, leadership, communication and sales skills
- Highly ambitious, motivated and success orientated
- Core grounding in business, science and technology
- Digital Marketing – Conducted numerous client campaigns across all platforms
- Competent in Java, CSS, HTML, Dreamweaver, Fireworks, Flash, Adobe suite, Wireshark, Microsoft Project, CAD, SPSS, SEO, Adwords and Google analytics

EDUCATION:

Sept.11 – Aug 12 (Night)	NUI (Certificate in Psychology)
Sept.10 – Aug 11	DCU (Masters in E-Commerce) Anticipated grade: 1.1
Sept. 06-June10	DCU (Marketing, Innovation & Technology) Achieved grade: 2.1
Sept. 05-June 06	Sutton Park School - Leaving Cert (510 points) <u>Higher papers:</u> English A2; Business B1; Economics B1; Geography B2; German B1; Irish B1 <u>Lower Paper:</u> Maths B1

COLLEGE PROJECTS:

- **Google AdWord Campaigns** (ERS, Topsec, Chubb Property, Davenport Direct)
- **Social Media Strategy** (Gifts4all, FLB, CPS)
- **Online PR Strategy** (Gifts4all, Designer Wine, BabyGifts4U)
- **Search Engine Optimisation** (Gifts4all, Cash Encounters, ECM, CashforGold)
- **Online Risk Assessment and Business Continuity Planning** (Aer Arann)
- **Commercialisation Strategy** (Healthcomms, Equinewatch, NGE, EcoPower)
- **China Market Entry Strategy** (Tickets.ie, GGFL)
- **Carbon Accounting Implementation** (Nootrol, AskDave, Redbrick Construction)

ACHIEVEMENTS:

- ECDL Certificate and ICDL Advanced Certificate in Computing
- Hosca Certificate in Personal and Leadership Development
- Edward de Bono Certificate in Thinking Systems
- Semi-Finalist at Mason Hayes & Curran Green Business Award and Accenture Leaders of Tomorrow Award
- Arts: On stage performances in the Helix, the O2 and the Odyssey Arenas
- Captained GAA School and Club in Croke Park and Parnell Park
- Team Captain of Hilltown Boys Soccer Club
- Elected Prefect in final year at Sutton Park School
- Elected PRO Officer / Webmaster to DCU Boxing Club (www.dcuboxing.com)
- Certified Martial Arts Instructor: Taekwondo and Hapkido
- National champion in Taekwondo and Kickboxing
- Inducted into DCU's Elite Athlete Development Programme (2007 -2011)
- PADI certificate in adventure scuba diving
- Certified Skydiver (License A)
- Gaelic Training Certificate (Grade 1)
- Participant of two successful Guinness World Record attempts
- Fully licensed Security Guard in the State of California
- Student Ambassador for DCU and DCU Disability Service
- Represented DCU in Industry engagement expedition to India

INTERESTS AND HOBBIES:

- Regular participant in GOMCHA; Google's online marketing challenge
- Website Design e.g. (www.cloudpayrollssolutions.net, www.darascv.weebly.com)
- App Design. Android Programming Platform License (APPL) holder
- Golf (Member of Donabate and Tara Glen golf clubs)
- Martial Arts, Boxing, Windsurfing, Snooker, GAA, Soccer, Tennis, Skydiving, Playing Music, Chess, Reading and Blogging (<http://daraboland.wordpress.com/>)
- Public speaking. Member of Toastmasters International
- DCU Societies: Active member of Entrepreneurial & Social, Irish, GAA, Martial Arts, Style, Guitar, Boxing, Science & Technology, Dance, Surf & Sail
- Travel (Europe, Canada, America, Cuba, Morocco, India, Vietnam, Cambodia, Laos, Thailand, Singapore, Indonesia)
- Charity work. Regular volunteer work with SUAS, UNICEF and SVP

WORK EXPERIENCE:**Discover Science & Engineering**, Wilton Place. Dub 2**May 2010 – July 2010****Position:** Science / Technology Ambassador**Role Specific Responsibilities:**

- Visit a number of European cities to promote Dublin City of Science 2012 (Liverpool, Brussels, Amsterdam, Barcelona, Toulouse, Geneva, Milan and Turin)
- Chair regular conference calls with stakeholders; Fáilte Ireland, Dublin City Council and the Office of the Chief Scientific Adviser to the Government
- Reporting (blogs), on cutting edge innovation across various fields, including ICT
- Acting Webmaster to <http://www.dublinscience2012.ie/> and all associated Social Media

Allianz Insurance, Merrion rd. Dub 4**September 2008- August 2009****Position:** Market Development Analyst**Role Specific Responsibilities:**

- Conducting price / product comparison studies in various Insurance markets
- Delivering feasibility reports for new markets
- Implementing various above / below the line marketing campaigns
- Reporting and presenting to board of management

Fairyhouse Market, Ratoath, Co. Meath**January 1999 to March 2009****Position:** Stallholder**Role Specific Responsibilities:**

- Exercise marketing skills when dealing with suppliers and customers
- Purchase stock from Distributors across Europe, Manage operations and staff
- Offer phone accessories and a phone repair service

IBM Ireland, Mulhuddart. Dub 15**June 2006 to August 2006****Position:** Call Manager**Role Specific Responsibilities:**

- Checking customer's entitlement to service
- Liaising with front office support centers
- Scheduling local engineer and ordering required parts
- Managing customers' expectations and ensuring high levels of customer satisfaction
- Keeping customer informed at all times, ensuring all ETA's are met

Other Work Experience:

- Internet Marketer (Search Engine Marketing campaigns for several clients)
- SaaS Marketing Assistant (Expd8)
- Assistant Journalist (North County Leader)
- Toronto Docks Nightclub (Stock Control Clerk / Barback Supervisor)
- Nightclub Promoter (Earth, Tomango, Club 21, Academy, Renaissance)
- Driver/Valeter (Budget Car Rental, Flawless Finish)
- Senior Golf Caddy (The Island, Royal Dublin, Courtown)
- Hotel Concierge (Portmarnock Hotel and Golf Club)
- Waiter/Barman (Various bars/restaurants in New York and Toronto)
- Promotion Works (Edelman, Brand Ignite, Fleishman Hilliard, 3D, Imagine, Verve)
- Sales Assistant (Quinn's Off License, Old Portmarnock Golf Club, Tara Glen, BFresh, Malahide Garden Centre)

REFERENCES AVAILABLE UPON REQUEST