

Seán Redmond

Business Graduate (2027) | Marketing · Email & Digital Marketing · Brand Activations · Events & Partnerships
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PROFILE

Final-year BBus (Hons) Marketing student on track for a First-Class Honours, with hands-on experience across email marketing, social media, brand activations and events. Currently Red Bull's Student Marketeer in Sligo and a Marketing Intern at Portwest, where I ran a segmentation test that more than doubled click rate and fed engaged buyers straight to the sales team. Founded ATU Sligo's first Marketing Society and grew it to 145+ members. I like building things from scratch and proving they work with real numbers.

EDUCATION

BBus (Hons) Marketing · Atlantic Technological University (ATU) Sligo

Final Year

- First-Class Honours (1:1) achieved to date · Level 8 Honours degree

EXPERIENCE

Marketing Intern · Portwest UC

Jun-Sep 2025 & Mar 2026-Present

- Asked back for a second internship term; designed and ran a **146-customer segmentation test** across UK and Poland distributor buyers, lifting combined open rate to **30.3%** (vs a 17.6% benchmark) and more than doubling click rate to **2.5%**, with zero unsubscribes.
- Turned campaign data into a targeted follow-up list for the sales team; **100% of UK customers who engaged** with the campaign purchased product that same week.
- Manage weekly Mailchimp campaign planning and reporting across **29+ international regions**, including multilingual content and landing pages, working to fixed deadlines with sales and distributor stakeholders.
- Contribute to SEO, competitor analysis, and pricing and promotional audits to support wider commercial strategy.

Student Marketeer · Red Bull

Sep 2025-Present

- Plan and deliver **5+ weekly brand activations**, managing distribution, stock and stakeholder relationships across retail and hospitality venues; led the first Red Bull activation in Sligo from planning through execution.
- Build partnerships with clubs, societies and local venues to grow brand presence, and support the Trade team with merchandising and point of sale; drove 230 Red Bull Basement sign-ups, with **3 of the 8 national finalists** coming from ATU Sligo.

Founder & Chairperson · ATU Sligo Marketing Society

Sep 2025-Present

- Founded and run the university's first marketing society, growing to **145 members in month one**; deliver a year-long calendar of guest speakers, workshops and live client briefs to fixed budgets and deadlines.
- Lead a committee across multiple workstreams, managing sponsorship, logistics and supplier coordination; society won **Best Breakthrough Society 2026**.

Social Media Manager · King & Moffatt Euronics

Nov 2025-Sep 2026

- Planned and ran Facebook and Instagram content, generating **619,700 Facebook views (+1,900%)** and **123,700 Instagram views (+1,400%)** through data-led content.
- Grew interactions to 9,900 on Facebook (+4,200%) and 5,400 on Instagram (+3,100%), with multiple posts passing 100,000 views and a **370% lift in Instagram link clicks**.

Content Creator · Sligo Rovers FC

Jan 2025-Present

- Create matchday and campaign content; led student ticket promotions at ATU Sligo, driving **~500 sales** and a **15% increase** in student attendance.

Social Media Manager / New Business Development Executive · Hello Goodlife

Dec 2024-May 2025

- Introduced a new content strategy delivering **+708% engagement**, +52.6% reach and 109K+ extra views in 120 days; researched and approached prospective markets for new business.

KEY PROJECTS

- ATU Business & Social Sciences Ball** (Radisson Blu Sligo, 170 attendees). Co-led full planning and delivery with a 10-person committee: sponsorship, suppliers, budget and promotion. **Sold out**, and the first ball in over 10 years.
- Consumer Research, Kevin Egan Cars / Peugeot Ireland**. Designed and ran 3 focus groups (18 participants) on purchase behaviour and brand perception, presenting findings to inform brand positioning.

SKILLS & TOOLS

Email Marketing & Segmentation (Mailchimp) · Social Media & Content Creation · Brand Activations · Event & Project Management · Partnership & Stakeholder Management · Market & Consumer Research · Data Analysis & Reporting (Excel, QlikSense) · Canva · Microsoft Office

CERTIFICATIONS & AWARDS

Google Analytics Certified · Full Driving Licence · Garda Vetted | Contribution to Student Life, Winner 2026 · Best Breakthrough Society, Winner 2026 · Clubs & Societies Award, Finalist 2026