

Mark Stewart

+353 87 633 5207, hello@markstewart.ie, Kilmainham, Dublin 8

Personal Profile:

I have 10+ years of client facing experience, across different industries and countries in both established companies and start-ups. From working through Spanish with local businesses in Andalucia to some of the largest betting companies such as Bet365 and Oddschecker in London, as well as SMEs and Multi-National clients here in Dublin including Grant Thornton and Eversheds.

Over the last few years I have been delving further into the world of blended and eLearning both from a development side and through to the client application and performance optimisation. I have worked with various CMS's and LMS's to achieve the best results including custom built LMS, Articulate Storyline and Moodle.

Professional Experience:

Digital Strategist & Consultant – Digital Chief, Dublin (Feb 16- Present)

Creating and growing a digital consultancy. Digital Chief offers digital marketing and web design to established businesses and organisations in a variety of industries.

- Building a brand and finding initial clients through various means of networking, referral and digital marketing.
- Working closely with clients to create innovative and best in class content. This content includes all type of digital media, from planning stages through to execution, and analysing results and optimising performance.
- Personalised client training and tutorials and creating bespoke user manuals in the use of website CMSs, analytics dashboards and other 3rd party tools.

Results and Achievements:

- ✓ Building a client list of over 20 new clients since starting from scratch, including the likes of organisations Irish Pubs Global and Living English.
- ✓ Over 150,000 unique visitors and readers per annum to websites built by Digital Chief and newsletters and blogs written.
- ✓ Speaking & Participation at the best industry events (Sales and Marketing Summit, WordCamp Dublin, The Web Summit).

eLearning Content Developer, KnowledgeBase, Dublin – (Sept 2014 – June 2017)

KnowledgeBase is an online resource and eLearning platform for solicitors and accountants where they can attain relevant CPD hours.

- Creating and managing a range of eLearning courses for specific legal and accountancy topics.
- Managing the paid membership area and being the first point of contact for all general and eLearning enquiries.
- Speaking and exhibiting the KnowledgeBase platform at local bar association meetings and developing potential leads.
- Presenting and pitching our platform to some of Ireland's largest legal and accounting firms.
- Media coverage in Sunday Business Post, Irish Times, Silicon Republic and many more.

Lecturer (Part-time) Westmoreland College, Dublin: (Aug 2014 - Sept 2016)

Teaching Management Information Systems (core module of the Diploma in Health Services Management)

- Creating a course around the syllabus provided by the awarding body (ICM).
- Preparing each 90-minute class with full slides and accompanying notes.
- Delivering each class to a group of 20 – 35 students.
- Setting and correcting assignments and end of year exams.

Previous Experience:

Account Manager – Cloud Nine Consulting, Dublin (Feb '14 – Feb 16)

Cloud Nine Consulting provides email management, web development and design services. Clients ranged from not-for-profit organisations such as CoisCeim Dance Theatre, Film Ireland and Open House, to commercial clients such as the Physio Company, Louis Fitzgerald Group and pop band The Coronas.

- Drafting proposals and responding to request for tenders.
- Writing up spec docs.
- Consulting on UX.
- Content Management.
- Social Media Consulting.
- Analytics Reporting.
- SEO Development.
- Design and development of new sites.

Online Manager – Sport Authority, London (Sept '12 – Feb '14)

Sport Authority provided a unique service of contextualized video content to some of the largest online bookmakers. This service combined recording video previews for the best sporting events and integrating a dynamic video player on the bookmaker's site and throughout their affiliate network. Clients included: Oddschecker, Paddy Power Italy, Betfair, Bet Bright, Bet365.

- Ensuring the smooth integration of our unique video player on a client's site.
- Guiding clients through the embedding and contextualization of videos on their site and throughout their network.
- Setting and revising monthly content to be produced.
- Hosting and website administration as well as content management.
- Managing the launch of new products and improvement of our existing service.

Founder - Granada Insider, Spain (Oct '09 –June '12)

Taking Granada Insider from vague concept to launching a monthly 36 page print magazine. While the Magazine was through English most of the client contact and administrative tasks were completed through Spanish.

- Sourcing content for each issue of the magazine.
- Managing various contributors and salespeople.
- Acting as a supervisor / mentor to a number of interns.
- Designing marketing campaigns for clients as well as developing our own brand.
- Constant communication primarily through Spanish with new and existing clients.
- Work on digital campaigns including a mix of media and building an engaged community.

Financial Advisor- MacCourt Financial Planning, Dublin (Mar '07 –Apr '08)

MacCourt Financial Planning is an independent financial advisory company to high net worth individual clients.

- Office and financial administration using excel and other systems.
- Research, analysis and reporting on the financial services sector.
- Working with successful and exigent clients. Intermediary with large corporations on behalf of individual clients.

Other Teaching Experience:

IES, Granada: (2010 - 2012) Guest Lecturer – International Business.

American Training Co. Buenos Aires: (2006 – 2007) English Language Trainer – Business & Legal English.

CAIT, Buenos Aires: (2006 – 2007) English Language Trainer – Business English.

Living English, Dublin: (2005-2006) TEFL Teacher.

Education:

Trinity College, Dublin: B.A. mod. Economics and Social Studies, Honours. (2001 – 2005).

Attained a joint honours degree in Business Management and Sociology.

Universidad Carlos III, Madrid: (2003 – 2004) 1 Year Erasmus Program

Dublin School of English: (2005) ACELS Certificate

St. Andrews College Dublin: (1995 – 2001) Leaving Cert: 7 Honours

Other Interests and Activities:

- The set-up and running of fundraisers such as 6 Nations sweepstakes and Last Man Standing competitions for Rathgar Chiefs and other sports clubs.
- Organiser and question-master of various pub quizzes including the 2016 Christmas party special for the members of Black Church Print Studio.
- Keen cyclist enjoying sportives on the road as well as track racing at the Sundrive Velodrome. Completed the London Marathon as well as several Olympic distance triathlons.
- I take a keen interest in politics and current affairs and enjoy events such as Kilkenomics, Dublin's Fringe, Literary and numerous other festivals.

Client reviews available at [Digital Chief Clients](#) or further references available on [LinkedIn](#)