

SIOBHAIN McCONNELL BSc MSc

Email: OMISSIS
Telephone: + OMISSIS

Date of birth: OMISSIS
Country of residence: OMISSIS

Address UK: OMISSIS
Address Italia: OMISSIS

OVERVIEW: English Conversation Experience

- 2012 to 2014. I was hired as a private tutor to perform English conversation with Italian school children (ages 4 to 10) and with Italian adults (professionals and academics) on a one-to-one basis.

OVERVIEW: Personal Development & Coaching

- In March 2014, I successfully started a personal development and coaching company called Balanced Bee Ltd. My training as a personal development coach was carried out at Full Circle Development, Edinburgh, Scotland. This is a fully accredited training center by the International Coaching Federation. I am passionate about coaching and helping others reach their full potential.

OVERVIEW: University Education

- MSc Human Computer Interaction
Heriot Watt University, Edinburgh, Scotland
This degree focused on elements of psychology, human factors, mental models and user interface techniques to create highly usable and intuitive computer systems and front end displays.
- BSc Computational Physics
Heriot Watt University, Edinburgh, Scotland
This degree focused on the science of physics, mathematics and computational techniques.

EMPLOYMENT HISTORY

March 2014 to present

Personal Development & Life Coach, Balanced Bee Ltd

As a personal development coach, I motivate students/clients to acknowledge their strengths, build confidence and reach their goals. Each client/student is different and brings new ideas and a new challenges to overcome. I am constantly striving to improve my own coaching effectiveness and constantly draw on positive psychology, coaching techniques and personal development strategies. I am passionate about this work and it brings a great deal of satisfaction and delight to watch as my students/clients overcome their issues and personal fears.

December 2008 to March 2014

Online Marketing Consultant, Self Employed, International

In my role as marketing consultant I worked with many clients (SMEs as well as international companies) to promote sales of products/ services through marketing strategies both offline and online. This included brand development externally and internally. Clients included Tanfield Group PLC, Snorkel International, Smith Electric Vehicles, IAPS Group, Prompt Communications, Palazzo Guglielmo IT, Casina Gialla IT, Salentotime IT, Mico Digital, Creative Woodwork Ltd, Bespoke Living Ltd.

- Creation and implementation of branding and marketing strategies to improve sales of client products/services
- Consultancy and project management across online and offline marketing arena, including supervision of in-house staff and external agencies for PR, copywriting, graphics, design, web development, photography, etc. to ensure consistent brand messaging
- Consultancy and administration of web-based systems to optimise staff/organisational work-flow and communications
- Analysis of marketing budget to provide best fit solutions and measurement of marketing ROI
- Management and cost effective implementation of targeted website development, organic search engine optimisation, pay per click campaigns, online newsletter campaigns and blogs
- Administration and management of online essentials such as web hosting, domain names, SEO, etc.

September 2005 to December 2008

Internet Marketing Manager, The Tanfield Group PLC, International

The Tanfield Group Plc. specialises in the purchase of low performing organizations and turns them into highly profitable enterprises. The company operates worldwide and has offices in England, America, Australia, New Zealand, China and Japan.

Under my direction the Tanfield Group (and its umbrella organizations) progressed from a zero online presence to a highly successful presence of 16 websites receiving over 70,000 hits per month, top search engine listings, numerous online promotional campaigns and over 8,000 email newsletter subscribers. At the time of my departure the subsidiary companies were receiving over 1,000 online sales leads per month (from an original zero). This was a direct result of the internet marketing strategies that I created and implemented.

- Creation, implementation and management of all online communications and digital marketing campaigns, including online branding, banner advertising, PR, e-newsletter campaigns, micro-sites, organic search and pay per click
- Creation of online and web based communication tools to aid the Group's global distributor network, providing secure access to key marketing information, processes and documentation
- Developed processes for online and web-based tracking, analyzing and reporting
- Promoted brand message to in-house staff, distributor network and external parties
- Internal team management and collaboration with external agencies including copywriters, designers, photographers, website developers and IT personnel
- Management of departmental change, communications and roll out of process improvement
- AIM legislation compliance for Tanfield online corporate activities
- Management of web technologies: Microsoft.NET, Apache, PHP, ASP.NET, C#, VBScript, HTML and CSS. Database optimization to support dynamic websites and online applications using MS SQL and MySQL

March 2001 to September 2005

Project Manager, Global Software Group, Motorola, Scotland

In this position I was responsible for a wide range of high profile project management and customer service functions. This involved working with worldwide Motorola groups as well as external clients. I was also part of a team dedicated to growing the department and 20% of work time was dedicated to growth activities.

- Customer liaison for a wide range of projects including web applications and embedded telematics
- Collaboration across internal teams, departments and third parties to provide effective customer solutions
- Review of in-house process flow and creation of efficient procedures, support systems and web-based applications to aid staff and enhance process/work-flow.
- Roll-out of the Capability Maturity Model to grow the department (standardized processes/procedures across the organization)
- Requirements gathering and creation of robust project specifications and work agreements
- Sourced effective resources, support teams and peripherals for new projects
- Project management of the full lifecycle software development process
- Communicated with key stakeholders, project teams and third parties
- Risk assessment, planning and management

November 1999 to March 2001

Customer Services Manager, Wisdom IT, Livingston, Scotland

In this role it was my responsibility to grow the customer services department and ensure good delivery of customer service. I am a good communicator and took to the role naturally. It was in this position that I learned first-hand the key aspects of creating rapport, providing great customer service and how to communicate effectively with clients and staff. I also quickly learned how to diffuse stressful situations, maintain a positive work atmosphere and recognize further business opportunities.

- Scheduling, communications and customer services management for all clients
- Collaboration with other staff/departments to provide best practice customer solutions
- Analysed and optimised work-flow processes to provide enhanced service provision
- Ascertained requirements to improve in-house customer support systems
- Communicated effectively between client, in-house consultants and third parties

- Ensured smooth delivery of service provision and customer satisfaction
- Promotion of organisational goals and employee satisfaction

QUALIFICATIONS

September 1998 to October 1999

MSc Human Computer Interaction, Heriot-Watt University, Edinburgh, Scotland

This postgraduate degree was called Human Computer Interaction and was the start of my interest in marketing. The course focused on how to use psychology and marketing techniques to create computerized systems/services/products that were easy to use and more importantly appealed to the target market. Most of the theory that I learned on this course I use for marketing (and in particular internet marketing).

- Human Computer Interaction Standards (the measurement, analysis and application of human factors in relation to creating systems or products that appeal to the end user/consumer)
- Usability Engineering (the application of psychology and mental mapping to optimise work-flow, process management and easy understanding of new systems/concepts for the end user/consumer)
- User Interface Design (the application of human factors and psychology to enhance visual display and user understanding of presented data)
- User Centered Design Methodologies (the design of systems or visual components in such a way that is highly targeted towards the end user/consumer)
- Evaluation and Usability Testing (techniques for testing, measuring and evaluating systems against end use/consumer goals)
- Psychology of Human Computer Interaction
- Mental Models and Human Procedural Knowledge
- Human Perception and Representation
- Optimised Layout, Structure and Navigation for Websites
- Computer Graphics
- Advanced Software Engineering

September 1994 to June 1998

BSc Computational Physics, Heriot-Watt University, Edinburgh, Scotland

I studied physics because I have a great joy and enthusiasm for the subject. It gives a highly mathematical and creative viewpoint of the world, and opens the mind to incredible possibility and wonder. I greatly enjoyed studying physics and when I had completed my degree I decided to continue at university and to study a more accessible subject (see above).

- Physics
- Advanced Mathematics & Statistical Analysis
- Measurement, Analysis & Reporting
- Quantum Mechanics & Chaos Theory
- Dynamics, Thermodynamics & Electromagnetism
- Computer Programming for Physicists
- Computer Programming in Fortran, Pascal and C
- Software Engineering Methodologies (full lifecycle development)