

Johnny Beirne



Curriculum Vitae

Digital Marketing Trainer, Entrepreneur & Online Course Creator



Career Objective

To train and support organisations with the creation and effective implementation of their Digital Marketing Strategy.

Achievements

- Co-founder of the Digital Business Institute and Speakific.com.
- Managed a €1.1m Cross Border Innovation project for 3 years with Leitrim Enterprise Office and Omagh Enterprise Company.
- Launched online music service in 2006 which allowed consumers to purchase music via text message including licensing deals with Eircom, Sony Ericsson and RTE.
- Internet Association of Ireland Award for Innovation.
- Facilitator of both the Roscommon and the Leitrim Business Network for over 5 years.
- **FETAC Level 6 Trainer | FETAC Level 6 Coach.**

Proficient in:

e-Learning, Instructional Design and Online Course Creation
Learning Management Systems including Teachable, Udemy
Hosting Live Webinars and running automated webinars
Screencast recording/editing with Camtasia
Audacity for audio production, Podcasting
Education-based Marketing for lead generation
Digital and Social Media Marketing i.e. Facebook, Twitter, LinkedIn, YouTube, Blogging, Pinterest, Google+
Video Marketing
Content Creation and Curation
eBooks Design
WordPress including Plugins (I developed johnnybeirne.com)
LeadPages
Digital Product Creation
Email Marketing and Automation including ActiveCampaign, Aweber and MailChimp
Animated Videos with VideoMakerFX

Working Knowledge of:

Photoshop (and Graphic Design)
Publisher (used to create this CV)
Affiliate/Referral Marketing
Google Analytics
Search Engine Optimisation
Facebook Advertising
Hootsuite, Socialoomph, Tweepi
HTML
Mind Mapping
Online Product Launch Methods

Work Experience/Education

From	To	Company
June 2008	Present	Digital Business Institute johnnybeirne.com

Digital Marketing and eLearning Specialist - Online Course Creator

I specialise in increasing brand awareness and sales for clients through the effective use of Digital Marketing. Over the past 2 years I have focused on creating and selling online courses. I have also ran workshops entitled 'Earning with eLearning' which takes attendees through the process of creating, marketing and selling their own online course.

Since June 2008 I have delivered over 300 Digital Marketing related courses and presentations to companies around Ireland. I have an in-depth understanding of Digital and Social Media Marketing in addition to practical and innovative ways to increase profits for clients.

I have worked with 15 Local Enterprise Offices delivering training courses, mentoring and seminars on Digital Marketing.

I have also been a guest speaker at a number of business networks and events throughout Ireland on this topic.


From	To	Company
June 2005	May 2008	Leitrim Local Enterprise Office Role: Manger of Project Innovate. €1.1m Innovation Project
January 2001	May 2005	Red Sky Media Ltd. Role: Self Employed ICT Consultant
January 2000	January 2001	Trojan Complete IT Role: Business Development Manager - Web Dev. Department
August 1999	December 1999	Aimware Ltd. Role: Team Lead—Software Engineering Process Group (SEPG).
July 1996	August 1999	Ericsson Role: Team Lead - Software Quality Process/Management Unit

Education

September 1994	June 1996	I.T. Sligo	BSc. (Hons.) Quality Assurance
September 1993	June 1994	I.T. Sligo	Nat. Dip. Industrial Automation
September 1991	June 1993	I.T. Sligo	Nat. Cert. Mechanical Engineering

Referees

Available on request



Passionate about
my 2 children,
rowing, life-long learning,
mindfulness, eLearning,
GAA, music and juicing.

Johnny Beirne
Carrick on Shannon, Co. Leitrim
Age: 42