

CURRICULUM VITAE

Personal Details

Name: Shane Connell
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Date of Birth: 16/08/1978
Portfolio Website: www.shaneconnell.com
LinkedIn Profile: www.linkedin.com/in/shaneconnell

Personal Profile:

Highly motivated individual with a proven track record in the print & web business. An excellent communicator with strong project management skills and a proven ability to deliver in demanding client focused environments. Experienced web designer, with knowledge of various content management systems.

Career History

Multimedia Developer **3DEagleview International** **Dec 2004 – April 2009**
National Tech Park, Limerick

- Published photographic golf course guides for 36 clients covering 50 premium golf courses worldwide including The Belfry, St. Andrews and Whistling Straits
- Operated as part of a four person team reporting to the Creative Director and CEO
- Participated in numerous aerial photo shoots
- Assisted the cameraman in capturing digital imagery from a helicopter
- Compiled data from each course including measurements of hole distances and details of course contours
- Selected the best images for each hole
- Edited and enhanced each image using Photoshop
- Prepared each image for print and web delivery
- Designed the layout using Indesign for each guide in accordance with each clients unique branding
- Conducted final proofing of all guides prior to print
- Engaged with clients at each stage of a project, acting as principle point of contact for a number of high profile clients
- Obtained a reputation for a high quality product within the golf industry which was an invaluable branding tool for our clients
- Delivered consistently within the timelines set by our clients
- Analysed the company's existing website and determined it to be inconsistent with the high standards set by the course guides
- Designed and delivered a new company website using current W3C web standards
- Conducted search engine optimisation for the site which resulted in a high ranking in Google and the company obtaining a number of new clients
- Launched an internet marketing campaign in the form of an email linked to a micro site to showcase the company's best work
- Augmented the company's existing marketing strategies with both the website and micro site becoming an integral marketing tool

Travel

June 2003 - Nov 2004

- Travelled extensively throughout South America, New Zealand, Australia and Asia
- Supported my travels with 8 months work in Australia with diverse roles in telesales, construction, landscaping, warehousing and furniture removal

Telesales Associate**GE Financial Services
Shannon, Co. Clare****Mar 2003 – May 2003**

- Handling inbound travel insurance sales
- Part of a 6 person team reporting to the team lead
- Recorded each customers personal details including medical history into a database
- Determined if a customer was covered under a policy based on medical history
- Processed customer credit card details
- Achieved high sales level
- Operated a number of insurance polices including Barclays and Norwich Union

Audio Visual Engineer**Thomson Learning Netg
Hamilton House, Plassey, Limerick****Oct 2001 – Dec 2002**

- Performed as part of a 10 person audio/visual team operating in a professional studio environment
- Recorded video elements for e-learning products
- Edited and compressed video elements for delivery on CD-ROM and the web
- Evaluated actors/actresses on a daily basis for both the US and UK markets
- Promoted to lead video editor
- Delegated video editing tasks among team members
- Ensured all video editing deadlines were met
- Delivered reports to the AV team lead and project manager
- Acted as point of contact on all video related issues
- Mentored and fully trained two team members on the video editing process
- Updated the video editing production procedures to ISO 9001:2000 standards
- Achieved 100% success rate in Right First Time standard

Freelance Work

- Design and development of numerous websites
- All sites designed using XHTML and CSS
- Experience of content management systems including Wordpress and Expression Engine
- Use of jQuery JavaScript Library in web designs
- Most recent work can be found at www.ianstjohnngolf.com
- All other work can be found at www.shaneconnell.com

Technical Skills

Adobe Photoshop (Adobe Certified Associate), Adobe Indesign, Dreamweaver, Adobe Premiere, CSS, XHTML, Wordpress, Expression Engine, jQuery JavaScript Library, Search Engine Optimisation, Google Analytics, Google Webmaster Tools, Yahoo Site Explorer, W3C Web Standards

Training and Education

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| Specialist Diploma Project Management | The Kemmy Business School University of Limerick | Oct 2009 – Present |
| Flash Actionsript 3 | Big Wave Media Training | Feb 2010 |
| Advanced Photoshop | Big Wave Media Training | Oct 2009 |
| Mentoring for Business | Irish Business Training | March 2002 |
| MSc Multimedia Technology | University College Cork | Oct 2000 – Oct 2001 |

B. Comm (Management & Marketing)

University College Cork

Oct 1996 – May 2000

Leaving Certificate

C.B.S. Tramore

1996

Hobbies and Interests

Travel, cinema, music, reading, scuba diving, surfing, wakeboarding, cycling, soccer