

# PAUL CONNOLLY

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## SUMMARY

I am an experienced digital marketing professional and have relocated to the United States from Ireland with my wife in December 2025.

## WORK EXPERIENCE

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### GS1 Ireland

Mar. 2023 – Present

*Marketing Content & Communications Manager (Remote)*

*Dublin, Ireland*

GS1 Ireland is an open, neutral, not-for-profit, standards development organization best known for providing a system of unique identification numbers and data carriers such as barcodes.

- Managed and updated the company website using the pTools Content Management System, ensuring accurate content, functionality, and on-brand presentation.
- Recently led the website content migration to a new CMS version, conducting a full content audit to streamline pages and improve SEO (Search Engine Optimisation), AEO (Answer Engine Optimisation), page speed, and overall user experience.
- In line with the website content migration, I helped to develop a new e-commerce process for the site, improving user experience, upgrading back-end technologies, and increasing security.
- Applied UX/UI and web development knowledge to help design a GS1 Digital Link demonstrator app, enabling tailored user experiences based on specific industry use cases.
- Created and published a wide range of content, including video, blogs, magazine articles, print and digital ads to support multi-channel marketing campaigns.
- Planned and attended a wide range of industry events in the retail, healthcare and construction sectors, promoting the adoption of GS1 Standards and supporting stakeholder engagement.

### Veolia Water Technologies

2020 – 2023

*Digital Marketing & IT Administrator*

*Celbridge, Ireland*

Veolia Water Technologies, a global leader in water treatment solutions, known for its sustainable and innovative technologies.

- Planned, developed, and executed marketing campaigns using social media, website, SEO, and email marketing.
- Developed and managed the company website using Drupal CMS supported by the global Veolia website team, with focus on content quality and strategic publishing.
- Collaborated with Human Resources to design, develop, and manage the new company intranet website using LumApps, ensuring a structured and user-centric approach.
- Managed IT equipment and connectivity in the office and provided general IT support to staff.

### Aura Holohan Group

2018 – 2020

*Digital Marketing Executive*

*Dublin, Ireland*

Aura Holohan Group is a significant Irish leisure industry provider, running multiple leisure centres and gyms across the country.

- Updated and managed websites via WordPress, liaising with developers and an SEO agency to optimize user experience and ensure content accuracy.
- Managed marketing activities for 15 leisure centres, including social media, email, and SMS campaigns, aligning with corporate branding guidelines.
- Designed web and print projects using Adobe Photoshop and Illustrator, maintaining brand consistency.
- Handled video production for social media using Adobe Premiere Pro and After Effects, enhancing digital content engagement.
- Created and managed paid social media and Google ads campaigns to optimize reach and conversions.

## EDUCATION

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### Griffith College Dublin

2020 – 2022

*Master of Science, Interactive Digital Media*

*Dublin, Ireland*

### Maynooth University

2010 – 2014

*Bachelor of Science, Multimedia*

*Maynooth, Ireland*

## SKILLS, TECHNOLOGIES & INTERESTS

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- **Skills:** Content Marketing; User Experience Design; Content Management Systems; HTML; CSS; JavaScript; SEO; Video Production; Email Marketing; Social Media Strategy; Digital Advertising; 3D Modelling
- **Technologies:** pTools CMS; Drupal CMS; WordPress CMS; Google Analytics; Google Search Console; Adobe Creative Suite; Canva
- **Interests:** 3D Modelling & Animation; Photography; Computers; Golf; Football; Travelling