

MICHAEL CAVANAGH

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SUMMARY:

Experience working with Xbox, Disney, Samsung and Crisis Charity, in the UK and Europe gained whilst working at a London Marketing agency.

Worked with Capital One, Knorr and Lipton whilst interning at DDB Canada in Toronto.

Graduated with a degree in Business Information Systems from the University of East Anglia (UEA) in the UK. The course implemented an understanding of Advertising/Marketing and the technologies that power it.

Whilst at university worked part-time in sales, organised a regular new music night at a Norwich nightclub and was Secretary of the UEA Snow Sports society.

EXPERIENCE:

DDB Canada (Toronto) **Account Services Intern**

www.ddbcanada.com

Sept - Nov. 2009

- Reviewed and critiqued creative work of competing brands
- Provided insight in to competitors offerings
- Hour reconciliation and assisted with billing

Achievements:

- Created a Low Interest Market Review
- Helped streamline work by innovating new excel templates that cut down on time waste

Neon Comms **Account Executive**

www.neoncomms.co.uk/

July - Oct. 2008

Neon is a full-service marketing agency based in Soho London. Neon is retained by Microsoft Xbox and has other clients including MTV and Disney.

- Advising on digital aspects of campaigns
- Creative Positioning and consumer research
- Event organisation – Venue sourcing and merchandising

Achievements:

- Researched and made creative contributions to a successful Disney Interactive Studios campaign pitch
- Brainstormed creative concept and took photograph for a Xbox (obc) Ad in NME

EDUCATION: **University of East Anglia** (2005 – 2008)

Bsc Business Information Systems

PRIMARY SKILLS:

Organisation and creativity:

- Increased sales at Carpet Right, Hall Rd Store by developing a loyalty scheme. This was created over the summer 2007 and was designed to build relationships between the company, landlords, letting agencies and estate agents
- Organised and promoted a regular music night whilst at university

Communication:

- Strong presentation skills demonstrated at DDB Canada, Neon Comms and university

Leadership and collaboration:

- Working to tight client deadlines and carrying out events successfully relied on our ability to work collaboratively at Neon
- Secretary of the Snowsports committee, organised events, sponsorship and the annual ski trip while at university

Technical Ability

- Internet technologies (HTML, CSS, PHP and JSP)
- Web 2.0 trends (Facebook, Twitter, Dig, blogging, etc)
- Microsoft Office
- Apple iWorks
- Adobe Photoshop CS4

REFERENCES: Available on request.