

Eamon Slevin

Digital Marketing Specialist | CRM and Campaigns

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[linkedin.com/in/eamon-slevin](https://www.linkedin.com/in/eamon-slevin) | [Portfolio and case studies](#)

Profile

Digital marketing specialist delivering regional CRM and email campaigns at Marsh, with agency experience in paid media and lead generation. Skilled in Microsoft Dynamics, audience segmentation, automated journeys and Power BI reporting. Trusted to coordinate team workloads, train colleagues and work with regional marketing leads from brief through launch.

Core Skills

CRM and email: Microsoft Dynamics, segmentation, localised emails, automated journeys.
Campaigns: Google Ads, Meta Ads, lead generation, copywriting, creative briefing, UTM tracking.
Reporting and delivery: Power BI, Excel, Wrike, campaign testing, stakeholder coordination, colleague training, website content and SEO.

Professional Experience

Marsh | Digital Marketing Specialist

January 2025 - Present

- Deliver regional email campaigns in Microsoft Dynamics, building localised emails, audience segments and automated journeys with country-specific requirements.
- Test emails on mobile and web, check links and UTM tracking, and coordinate audience, content and scheduling approval with regional marketing leads.
- Monitor automated launches and support Power BI reporting on delivery, engagement, registrations and unsubscribes; coordinate website content and localisation.
- Entrusted with team workload coordination during managers' annual leave: allocate incoming tickets, advise colleagues and resolve issues normally referred to management.
- Selected to prepare and co-deliver [Microsoft Dynamics and Wrike training](#) for IMEA colleagues, including slides, walkthroughs, Q&A and follow-up. Mentored two new starters.

Rooftop Twenty Two | Digital Marketing Executive

January 2024 - January 2025

- Managed [Best4Travel's cruise lead generation campaign](#) across creative, copy, Meta setup, budget adjustments, enquiry tracking, sales handover and reporting.
- Delivered weekly or fortnightly Best4Travel email campaigns promoting cruise and holiday offers.
- Managed Google Ads and Meta campaigns, social copy and website updates for Barry & Byrne Kitchens, alongside showroom photography and video.
- Helped establish the agency's video offering; planned, filmed and edited client content, including the [Irish Chauffeurs website video](#). Mentored a colleague and briefed freelancers.
- Produced photography and video for interiors and hospitality clients, including JD Kitchens, The 1933 Furniture Company and monthly Midlands Park Hotel shoots.

Professional Experience (continued)

Cusack Hotel Group | Digital Marketing and Sales Executive

November 2023 - January 2024

- Delivered social content, email marketing and event promotion in an in-house hospitality role, including seasonal TikTok videos that received strong engagement.

Eamon Slevin Design | Freelance Consultant (part-time)

May 2023 - January 2024

- Delivered websites, branding, video and social content, taking projects from the client brief through to delivery.

BBDO Dublin | Intern Video Editor

January 2022 - April 2022

- Worked alongside a producer to edit new advertising campaigns and rework existing material, responding to feedback through final delivery. [View video example](#)

Selected Projects

[Regional webinar campaigns](#) | Marsh

Build localised email journeys for European markets, from save-the-date to follow-up content. Configure registration exclusions, test the emails and audiences, secure marketer approval and monitor scheduled launches. Support Power BI reporting to inform later sends.

[Best4Travel lead generation](#) | Rooftop Twenty Two | 2024 - 2025

Ran an ongoing campaign for first-time cruise customers, refreshing offers and adjusting budgets to sales-team lead targets. Enquiries entered an Excel tracker with follow-up and conversion statuses. The sales team responded positively to the campaign and handover process.

[Ryan's Kitchens](#) | Brand, website and SEO | Build completed 2026

Created the brand, responsive website, service content and enquiry journey. Delivered metadata, headings, internal links and SEO foundations. The completed build received positive client feedback and awaits final approval and launch; the portfolio links to the preview.

Education

BA (Honours) Creative Digital Media | 2019 - 2023

[Technological University Dublin](#) | First-Class Honours, GPA 3.8

Multimedia Production, Level 5 | 2018 - 2019

[Dunboyne College of Further Education](#) | Distinction

Certifications

[Google Ads Search Certification](#)

[AI-Powered Shopping ads Certification](#)

Google Digital Academy (Skillshop) | Issued March 2026; valid to March 2027

Awards

[Best Final Year Project](#) | Creative Digital Media, TU Dublin | May 2023

[Best Oral Presentation](#) | SURE 2023 | October 2023