

# Anna O'Donoghue

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## Personal Statement

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An award-winning social media specialist, digital journalist, content creator and graphic designer working in the world of creative, social and digital media.

## Education and Training

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**MA Digital Arts and Humanities**, University College Cork 2013 – 2014

Results: **1:1 Honours**

*Core Modules:* Conceptual Introduction to Digital Arts and Humanities, History & Theory of Digital Arts, Teaching and Learning in Digital Humanities, Special Studies in Theatre Production, Humanities and New Technologies and Digital Skill for Research

*Thesis:* The Creation of a Transmedia Performance (Digital Storytelling)

**BA Interactive Multimedia**, Institute of Technology Tralee 2006 – 2010

Result: **2:1 Honours**

*Core Modules:* Graphic Design, Video Editing, Creativity & Innovation, Music Production and Animation 1. Completed a 6-month work placement in Videoplugger Ltd, London.

*Final Year Project:* Produced an Interactive Performance exploring the interplay between live and virtual presence.

## Relevant Experience

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**Breakingnews.ie** Jun 2014 – Present

*Showbiz Editor/ Journalist/ Content Creator*

- Writing, creating, editing and promoting extensive showbiz content for the website Breakingnews.ie and IrishExaminer.com.
- Self producing daily 'Showbiz with Anna' videos for both Breakingnews.ie and Irish Examiner.com – this includes independently setting up the studio, green screen, camera equipment including script prompter, sound and lighting as well as recording and featuring in each video daily.
- 2015 and 2016 Electric Picnic digital correspondent and mobile journalist for both Breakingnews.ie and IrishExaminer.com – this included creating, pitching and implementing digital strategy for both sites. The 2016 strategy included solo filming, starring in, editing and marketing daily Electric Picnic round-up videos as well as Facebook live broadcasts via mobile device.
- Managing and optimizing all Breakingnews.ie social media platforms.
- Helped grow Breakingnews.ie likes from below 50K Facebook likes to over 430K likes.
- Creating, implementing and managing new strategies for emerging social media platforms – all of which have been successful.
- Worked autonomously in the creation of Breakingnews.ie's snapchat account in 2014 – one of the first news organisations to implement the platform.
- Worked autonomously in the creation of Breaking.ie's Whatsapp bulletin service which was implemented as part of #GE16 campaign and nominated for a 2016 Sockie Award in the 'Experimental' category.
- Resident graphic designer for breakingnews.ie – creating graphics for campaigns such as #GE16, same-sex marriage referendum, 6 Nations, the Euros and Budget 15/16/17.

- Represented Breakingnews.ie as a featured speaker and member of the Experimental Panel at the 2016 Social and Digital Measurement Conference, Dublin.
- Weekly showbiz/entertainment slot on TippFM's Breakfast BLT.
- Created, launched and marketed the Irish viral video awards "The Besties" in 2014 and 2015.
- Following and managing the sites statistics and strategies via chartbeat and Google Analytics to maximise site potential and advertising revenue.
- Replying, taking queries and interacting with online readers via an online environment.
- Representing Breakingnews.ie at multiple events and award ceremonies including the 2014 App awards where we won 'Best News App', the 2016 Sockie Awards where we have won 'Best Facebook for Media Organisation' for the last two years consecutively and mostly recently the 2016 Web Awards where we won 'Best Web-Only Daily Publication'.

## The Rose of Tralee International Festival

Aug 2005 – Present

*Social Media Co-ordinator/ Various roles*

- Managing and creating content for the Rose of Tralee media platforms (Twitter, Facebook, Instagram, Pinterest, Blog, Snapchat and Facebook Live)
- Creating, implementing and managing yearly social media strategies.
- Working and reporting live from a large fast paced and pressurised environment.
- Winner of 'The best use of social media' award at 2016 Digital Media Awards (Rose of Tralee).
- Winner of 'The best social media' at the 2014 Association of Ireland Festival and Event Awards (Rose of Tralee).
- Winner of the Twitter TV category for #roseoftralee at the Rabo Tweetie Awards 2014.
- Taking on large Rose of Tralee public relation projects both nationally and internationally
- International Rose Judge for the Queensland Centre 2011 (who went on to win the Rose of Tralee Title) and the German Rose Center 2014, 2015 and 2016.
- Worked autonomously in the creation of a Snapchat account, which was featured in [Her.ie](#) and now has over 7,000 friends.
- A constant physical and online customer service presence.

## Skills

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- Photoshop CS, Adobe Illustrator and Adobe Premier trained (Adobe Suite)
- Fully trained in Final Cut Pro.
- Mac proficient (iMovie, Pro Tools)
- Facebook for Business.
- Google Analytics – Google Online Proficiency course
- Wordpress proficient.
- Fully trained in producing high definition green screen video segments, this includes sound, lighting, and camera skills.

## Professional Achievements

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- Facilitated a featured 'social media for festivals and events' workshop at the 2014 AOIFE conference.
- Winner of the #story120 Twitter Fiction competition 2014 in association with Cork Library.
- Administrator 'QLD1' for the Facebook group 'Irish People Living in Australia' for 2 years, bringing the page likes from 1,000 – 30,000.
- Stage manager for Ireland's largest fashion event, the Rose of Tralee International Festival from 2013 to 2015 – featuring national and international designers such as Don O'Neil.
- Freelance Graphic Design & Craft store on ETSY: [www.etsy.com/shop/chaptersdesign](http://www.etsy.com/shop/chaptersdesign)

