

WORK EXPERIENCE



REBECCA ROBINSON

PROFILE OVERVIEW

I am a Researcher in Entrepreneurship in the Hincks Centre for Entrepreneurship Excellence in Munster Technological University (MTU) leading EU, national, international and local projects. My work sees me working on projects across the diverse field of entrepreneurship, with partners from across the globe.

Formally, as an entrepreneur, I ran my own marketing company and worked in marketing management and communications in industry for many years.

During my time as a student, I received a scholarship and completed a Masters by Research in Business and also won several entrepreneurship awards.

I particularly enjoy social entrepreneurship, problem solving and strategic thinking.

Researcher in Entrepreneurship

Munster Technological University

April 2021 - Present

- Lead and support entrepreneurial, educational and research activities for local, national, EU and international projects
- Create and deliver content for national and international training programmes
- Conduct research, gather and analyse data for research outputs and funding applications
- Communicate and collaborate with local and international project partners towards a common goal
- Build student, industry and academic relationships
- ENACTUS faculty adviser for Enactus MTU guiding students in social entrepreneurship
- MTU Academic Council Member
- Member of the Research & Innovation Committee for Academic Council in MTU
- "The Big Idea" mentor
- LEGO® SERIOUS PLAY® Certified Facilitator

Marketing Manager

Architectural & Metal Systems

Aug 2018 - April 2021

- Leading the marketing & communications function in a €42m manufacturing engineering company, strategy formulation, analysis, & execution, produce measurable metrics, identify leads, revenue streams, opportunity recognition, conduct competition analysis through research, report writing & manage budgets
- Manage social media, CMS website, branding, company blog, SEO, AdWords, content, the CRM, analytics, databases & support sales functions
- Decision maker & content creator for advertising, PR, event management, designs, campaigns & branding
- Redesigning & updating company website with product information, brochures, sales material, presentations, documentation & company news
- Communicate with external agencies for photography, videos, publications, media & print
- Research customer value experience, competitors, projects, markets, suppliers & new resources

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Communications Lead Pilz Engineering & Software GmbH Jul 2017 - Jun 2018

- Managed communications, administration, & organisation of training for Pilz TUV Nord certified courses from the international HQ for 40 subsidiaries, hundreds of staff & thousands of customers
- Guided in the design, creation of written & visually engaging material for new & existing courses
- Developed visuals & content for sales proposals for global audiences using InDesign & PowerPoint
- Organised training dates, venues, speakers, feedback catering, exams, results, & updated manuals

Research Intern Cork Institute of Technology – The Hincks Centre for Entrepreneurship Excellence Sept 2015 – Jul 2017

- Awarded a scholarship to conduct a research Masters in entrepreneurship, education & employability
- Led the introduction of the first Social Enterprise Initiative for students in CIT called ENACTUS
- Assisted in Irish, International & EU funded projects
- Conducted research & data gathering for funding applications/proposals & supporting documents
- Co-managed & coordinated the 3E ECSB Entrepreneurship Education Conference for the Centre
- Committee member for social enterprise -Churchfield Community Trust,

CMO XLR8 Digital Jan 2015 – Aug 2015

- Led marketing operations for marketing outsourcing company, managed a team, of 8
- Developed and implemented marketing strategies aligned with overall business and client objectives
- Managed and allocate marketing budgets effectively
- Experience in leveraging CRM systems to enhance customer relationships and drive loyalty
- Deep understanding of digital marketing channels (SEO, SEM, social media, email marketing, etc.) and their impact on customer acquisition, engagement and project management

Marketing Manager CPI Technology Engineering May 2012 – Dec 2014

- Managed B2B communications, CRM, marketing & sales funnel activities to the pharma industry
- Proposal writing to large multinationals eg. Pfizer, Novartis, Eli Lilly, Intel, MSD, GSK etc.
- Managed company website redesign and social media, using CMS, SEO, Google Analytics & AdWords
- Responsible for administering enquiries, BOM's, quotations, PO's, invoices, costings and sales margins
- Familiar with CE marking, SEP & EU Directives governing the use and supply of the equipment

ACADEMIC HISTORY

CORK INSTITUTE OF TECHNOLOGY

2019 | MBus (Research)

CORK INSTITUTE OF TECHNOLOGY

2015 | Bachelors of Business

CORK INSTITUTE OF TECHNOLOGY

2013 | Bachelors of Business in Management

University College Dublin

2006 | Financial Service Higher Diploma

TRAINING

BRICKS & BUSINESS

2022 | Certified LEGO® SERIOUS PLAY® Facilitator

RUBICON

2015 | Exxcel Programme

BIZNET

2011 | Train the Trainer