Brenden Q Connolly

Digital Content Director

**Profile**

Strategic manager and director of sales focused operations, and digital creativity production. A consummate professional with a skill base spanning 20 years of digital development. I have been involved on a consultancy level with some of the world's most prominent online destinations and have published work across a broad spectrum of worldwide media.

**Skills Matrix**

Project management | Digital content production | Sales Director | Website launch, development & sale of the asset| options appraisal | business case development | procurement | business support | interim management | restructuring | Media writing | Freelance journalism | strategic policies | High level negotiation | stakeholder management | All skills recruitment | work streams | governance | compliance | bid management | performance management | communication | Dynamic, responsive leadership

**Personal Attributes**

An exceptional communicator

Quality focused senior manager

Skilled marketer and writer

**Career Detail**

**Brenden Connolly T/A Digital Media Solutions Freelance writer & Management consultant**

**June 1999 – Present**

Leaving the corporate world and working on my own, doing the job I love, writing and creating compelling, engaging digital content. I am utilising 20 years experience in the industry to build my own business and provide a quality, value-added service to my clients. I currently work with organisations as diverse as the BBC, ITV, Daily Mail and many other online platforms providing both excellent content, and consultancy services based mainly on media sales and creative output.

* **Starting from scratch, I have built my business over the last 5 years to a £195,000 GBP turnover, and operating profit in 2014 of £137,000 GBP, employing 2 part-time assistants to take care of my admin, while I focus on the work I'm good at.**
* **I enjoy excellent relationships with more mainstream media outlets than I care to mention.**
* **With ambitious plans for expansion, I am actively working to increase my reach, client base and turnover, with the intention of recruiting 2 digital specialists to work for me by the end of 2015.**

**Barrhead Travel Director of digital output & development Jan 2005 – May 2010**

**Contracted role (Digital Media Solutions)**

Employed by the prestigious, multi-award winning Barrhead Travel, in Glasgow, Scotland I was responsible for 2 years of work leading to the relaunch of their new website. With a project budget in excess of £3 Million GBP I returned phenomenal results, many millions of words of key destination content, travel advice, and much, much more, creating a busy, dynamic and rewarding position. The success of this project was reliant in no small part to dynamic leadership, from the front and a fantastic team of professionals that I am proud to have worked with.

* Responsible for a 2 year, £3 Million development budget, and 13 digital creators, 7 web developers and answerable to the CEO.
* Increased online bookings by 400% over the subsequent 3 years resultant of quality content, user-friendly interface, and, of course, fantastic deals which we scoured the industry to find.
* Brought all web development activity, including SEO projects from outsourced providers to an inhouse team, recruited appropriately, and achieved savings in the order of £1.8 million annually (Average over 5 years)

**Iomart Internet PLC Sales & Operations Manager / Director of Sales & Production 1999 – 2005**

**Contracted Role (Digital Media Solutions?**

Joining Iomart directly from University in the role of Sales & Operations manager, I progressed to hold a directorship, with 2% stock, on a Non-Executive basis. As an aggressive buyer of Internet business in the early days, Iomart soon became a force to be reckoned with. I became responsible in its entirety for the launch of a subsidiary business in the online directory segment. www.ufindus.com was created, developed and built up with the sole aim of selling with an overall targeted 62% return over the project life. This involved extreme levels of activity, recruitment and management of 75 sales staff, based across 3 UK locations. Additionally, as the project developed and with all work being completed inhouse, robust tactics were required to be headhunted from competing organisations. It was very difficult to find talent at that time, with the internet still in relative infancy.

* Started, built, developed and prepared for sale www.ufindus.com which was later sold to BT Customer Street for a sum in excess of £12 Million GBP, returning an above target 76% return over the life of the project at sale, and boasting an operating profit of over £725k in year one of our operation, achieved entirely by an agressive “Cold sales operation”
* Managed substantial budgets, answered to the CEO, set and maintained sales training programmes for new staff, and sold out my own stock holding in 2005 when ufindus was sold to BT.
* Learned the business from the ground up, to be awarded a directorship within 3 years of joining. Managed the entire business and all subsidiaries in the absence of the CEO, and soon learned to excel and argue points robustly and effectively in the boardroom.

**Professional Development**

In addition to the valuable experience I have gained, I have attended many seminars and courses on digital productivity, effective content creation, writing for search engines and many, many more. As a digital content professional, I make it my business to keep up to the minute with emerging technologies, techniques and subscribe to a wide range of online tools to enable this level of development as an ongoing concern, and ensuring I can always meet a client's needs in the best possible way with speed and efficiency.

**Education and Qualifications**

LLB (Hons) Glasgow University, graduated in 1996.

**Hobbies and Interests**

My main hobby would have to be writing. I am currently writing a e-book for Amazon Kindle encompassing my career and how I made it happen. This will be an interactive, self-help guide for success online. I am passionate about the internet and everything concerned with it – I am rarely without a device in my hand, between PC's, Laptops, tablets and my phone, one could say I am obsessed with it – and I would wholeheartedly agree – In summary my work is my hobby, and my hobby is my work – This is why I can do 20 hour days without coming up for air.