



Sean O'Hara

Friendly, easy-to-work-with marketing professional who loves creating ideas that get real results. I'm proactive, adaptable, and always eager to learn. Currently looking for new opportunities to grow, collaborate, and bring fresh energy to a great team.

CONTACT

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SKILLS

- PPC Advertising
- Lead Generation
- Cold Calling
- SEO/SEM Copywriting
- CRM (GoHighLevel)
- Email Marketing Tools:
Mystrika & Woodpecker
- Lead Qualification
- CapCut
- Microsoft suite
- Adobe tools
- Google Analytics
- Canva
- Mintel & Survey
Analytics
- Web Development:
MailChimp/Shopify/Wix

LANGUAGES

English, Spanish: First
Language

HOBBIES AND INTERESTS

- Music
- Playing
Guitar
- Travelling
- Films
- Football
- Tennis
- Rugby

EXPERIENCE

Freelance Digital Marketing Specialist

Construction & Home Services Clients - Remote

Delivered lead generation services for home improvement companies using Meta (Facebook & Instagram) ads, managing monthly ad budgets of £800+ and consistently generating qualified customer enquiries.

Built and optimised full-funnel acquisition systems

(TOF, MOF, BOF), creating campaigns for problem-aware, solution-aware, and intent-driven audiences to maximise conversions and lead quality.

Designed high-performing ads and marketing assets using Canva and CapCut, and created landing pages, websites, and lead forms to improve user experience and conversion rates.

Maintained strong advertising performance through consistent A/B testing, achieving low cost per result, high CTRs, and a notable 73.33x ROAS with one client.

Delivered a white-labelled CRM system with automated lead nurturing, qualification workflows, and follow-up sequences to ensure no lead fell through the cracks and improve close rates.

Handled the full client cycle, including discovery, sales, onboarding calls, and outbound prospecting through cold calling.

Marketing Intern for Estate Planning Business

Squiggle Consult - Reading

Collaborated on Content Creation: Helped initiate a monthly newsletter spotlighting global estate planning trends, leading to a 25% increase in subscriber engagement and a 10% growth in the subscriber base.

Enhanced User Engagement: Supported web development processes by implementing feedback loops to refine user interfaces and improve the user experience, which resulted in a significant reduction in bounce rates.

Assisted in Multimedia Campaigns: Supported the integration of AR tools and video testimonials into campaigns, contributing to a 20% boost in platform signups.

Internship for Safari Business

Topo Safaris - Madrid

Redesigned and optimised the company website using MailChimp and Google Analytics, increasing user engagement by 20%.

Ran targeted Facebook and Instagram ad campaigns that boosted bookings and brand awareness.

Developed a social media strategy using Hootsuite and Buffer, leading to a 25% increase in engagement.

01/2024 - Current

01/2023 - 04/2023

07/2023 - 10/2023

- Running
- Snowboarding
- Padel
- Cooking
- Reading
- Mountaineering

Conducted market research with Mintel and Qualtrics to inform a new travel package, resulting in a 20% increase in bookings.

Supported the digital marketing strategy, contributing to a 25% increase in tour bookings through data-driven optimisation.

Freelance Work for AI Agency

Don Automations - Remote

04/2023 - 07/2023

Provided freelance support for Don Automations, an agency offering custom AI solutions for business operations.

Contributed to AI tool development, including an automated proposal generator and a customer service chatbot for lead qualification and appointment booking.

Executed cold outreach campaigns through email marketing and cold calling, achieving a 70% open rate, 8-15% reply rate, and 20% conversion rate using targeted messaging and A/B testing.

Supported client relationship management, helping create service pitches, proposals, and participating in discovery and sales calls while using CRM systems to track interactions.

Assisted in optimising Shopify website performance, using analytics to improve user experience-leading to a 20% increase in user retention and a 15% reduction in bounce rates.

Research Assistant for Startup

Interlude Media - Reading

01/2023 - 04/2023

Developed Demographic and Market Insights: Conducted comprehensive demographic research and market analysis using Mintel and Qualtrics, supporting the launch of a startup media company tailored to the 45+ demographic.

Formed Content Strategy: Utilised research to create detailed audience avatars and formulated a content strategy that resonated with target readers, enhancing content engagement.

Analysed User Behaviour and Preferences: Investigated user engagement and content consumption patterns with Google Analytics, improving user experience and content relevance, leading to a 15% boost in site retention rates.

EDUCATION

01/2022

BA Marketing Nottingham Trent University

- **Dissertation:** How Marketing in Sports Affects Para-social Relationships.
- **Core Modules:** Innovation in Marketing, Future Marketing, Strategic Marketing & Brand Management, Digital Marketing, International Strategic Management
- **Grade:** 2.1

01/2019

A-Levels Business, Media, Geography

The Piggott School

Core Modules: Business, Media, Geography