



PAUL CONNOLLY



DIGITAL MARKETER



WWW.PAUL-CONNOLLY.COM

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ABOUT ME *



PAUL
CONNOLLY

DIGITAL MARKETING
MANAGER

Digital Marketing and Communications professional with 6+ years of experience leading B2B content strategy and brand storytelling.

Strong background collaborating with technical subject matter experts to translate complex concepts into engaging, audience-focused content.



PAUL CONNOLLY



WORK EXPERIENCE

**Digital Marketing Executive
– Aura Holohan Group
2018–2020**

Managed digital marketing campaigns across multiple locations. Created social media, video, and website content. Supported brand growth through integrated marketing activities.

**Digital Marketing & IT
– Veolia Water Tech.
2020–2023**

Supported marketing for a global engineering and water technologies company. Managed website content, digital campaigns, and technical communications. Collaborated with sales and operational teams on B2B marketing initiatives.

**Marketing Manager
– GS1 Ireland
2023 - present**

Led B2B digital marketing campaigns across content, email, social media, and video. Managed HubSpot campaigns, paid advertising, and website communications. Worked with technical experts to simplify complex topics into engaging content.

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EDUCATIONAL BACKGROUND



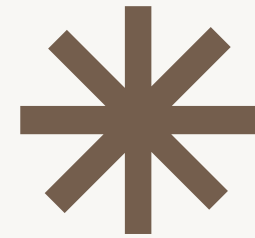
B.SC MULTIMEDIA

Maynooth University



M.SC INTERACTIVE DIGITAL MEDIA

Griffith College





Work Samples

This section showcases some recent marketing campaigns that I've worked on.

GS1 Summer School
Marketing Campaign

GS1 Digital Link
Campaign



GS1 IRELAND SUMMMER SCHOOL

Campaign Objective

Develop and execute a digital campaign to reposition GS1 Ireland beyond barcode licensing and showcase the organization's broader standards and technology capabilities across industries including healthcare, retail and construction.

My Role

I led the end-to-end marketing campaign for a six-week webinar series, collaborating with internal subject matter experts and external solution partners to develop webinar content and schedules.

I built the HubSpot landing pages, registration workflows, email campaigns, and lead capture process while managing paid and organic promotion across digital channels. I also coordinated webinar logistics, moderated live sessions, and managed attendee communications and follow-up engagement.

The image shows a digital registration card for a GS1 Ireland Summer School webinar. At the top left is the GS1 Ireland logo. The main title is 'GS1 IRELAND SUMMER SCHOOL'. Below the title is a row of date buttons: '25th June', '3rd July', '9th July', '16th July', '21st July', '24th July' (highlighted in orange), and '14th August'. The main content area has a white background with a blue border. It features the headline: 'SAFER, SMARTER CARE STARTS WITH A SIMPLE SCAN - AN INTRODUCTION TO GS1 TRACEABILITY STANDARDS IN HEALTHCARE, WITH GS1 IRELAND'. Below this is a paragraph: 'In this 30 minute session, the Healthcare team at GS1 Ireland will provide an introduction to GS1 traceability standards and how they are applied across healthcare, highlighting several local Irish Case studies as we celebrate 20 years of GS1 in Healthcare.' At the bottom, there are two buttons: 'Online' and '24th July | 10AM'. On the right side, there is a large orange vertical bar with a white arrow pointing right.



GS1 IRELAND SUMMMER SCHOOL

Results

The campaign generated 75 registrations across six webinar sessions from both members and new audiences. It increased engagement with GS1's broader technology and standards capabilities while generating qualified leads and new sector engagement.

One webinar attendee later adopted QR Codes powered by GS1 for their products, which developed into a published case study.

Watch the full case study video here: <https://vimeo.com/1145376004>

The banner features the GS1 Ireland logo in the top left corner. Below it, the text 'Webinar Series' is displayed in orange, and 'June - August 2025' is in the top right. A dark blue horizontal bar contains the title 'GS1 Ireland Summer School' in white, with a subtitle '30-minute drop in sessions with GS1 Experts and Solution Partners' below it. The main body of the banner is white and contains the following text: 'Join us for the GS1 Ireland Summer School 2025', a paragraph describing the webinar series, a paragraph stating that webinars are 30 minutes long, free to attend, and start at 11am, and a final paragraph mentioning global GS1 events.

The thumbnail has a dark blue background on the left with white text: 'GS1 Ireland Retail Case Study', 'Future Proofing for Regulatory Compliance', and 'The Nature of Things QR Code Adoption Journey'. The GS1 Ireland logo is in the bottom left. On the right, a man in a light blue shirt is smiling and holding two QR codes, one in each hand, in a retail setting.



GS1 DIGITAL LINK CAMPAIGN

Campaign Objective

Promote the adoption of GS1 Standards and Digital Link technology within the construction sector by demonstrating how digital identification and traceability solutions could address industry challenges around product information management and supply chain visibility.

My Role

To support this, I helped to develop a Digital Link demonstrator web application to showcase GS1 standards in action and provide an interactive demo for industry professionals.

I partnered with GS1's Construction Engagement Executive to develop and execute a targeted awareness campaign focused on technical storytelling and industry education.

I also co-authored a sponsored article for The Engineers Journal, highlighting construction sector challenges and demonstrating how GS1 standards support digital transformation initiatives.



GS1 DIGITAL LINK CAMPAIGN

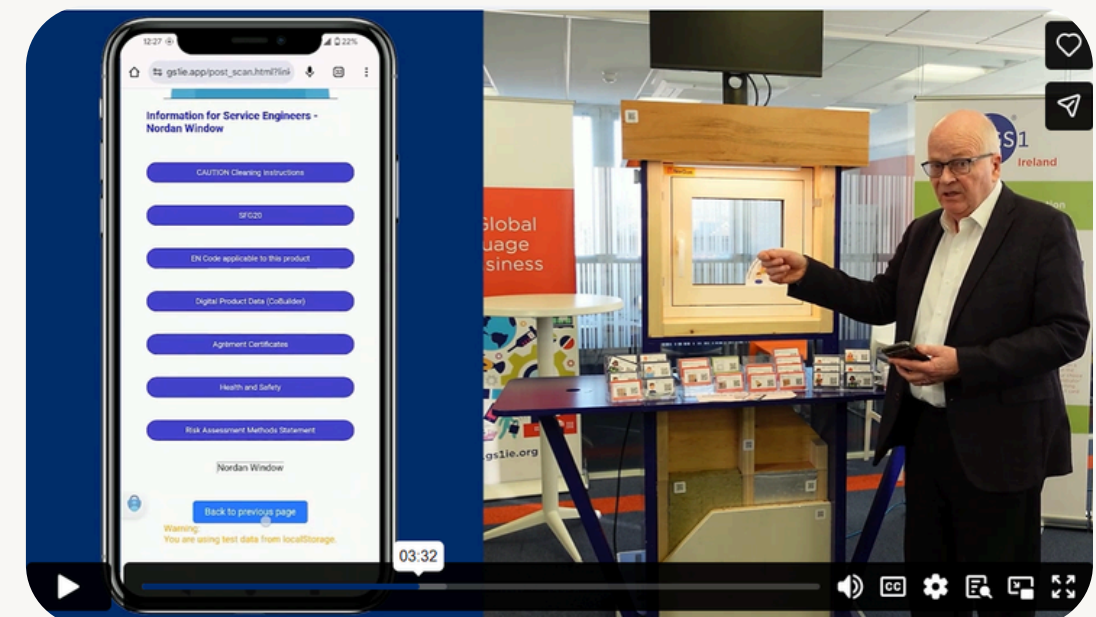
I produced a demonstration video showcasing the Digital Link web application and physical product demonstrator to illustrate practical industry use cases. Finally, I supported campaign distribution across digital channels and integrated links to the web application and video content to encourage audience interaction and self-guided exploration.

Results

The campaign generated increased engagement with the construction sector audience and drove follow-up conversations with the sector. The campaign also drove traffic to the demonstrator app. It helped position GS1 as a digital standards partner for the construction industry and supported broader outreach efforts to promote standards adoption in a traditionally under-engaged sector.

Read the Enigneers Ireland article [here](#).

Watch the video demo [here](#).





CONTACT ME

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