

**Ethan Conroy**  
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## EDUCATION

### **Technological University Dublin (2018-2019)**

#### **Master of Arts in Public Relations (Ongoing)**

**Subjects:** Strategic & Corporate Environment, Public Relations writing, Society & Ethics, Marketing, Environment, Managing Public Affairs, PR applications (design and print).

**Dissertation Topic:** An Investigation into amateur rugby clubs use of public relations in building and retaining brand image and identity.

- I am currently in the process of finalizing my title and writing a literature review.
- Once this is complete, and having identified appropriate contact, I will begin to organize and conduct interviews.
- Upon completion of this research it is my goal to make recommendations to clubs as to how best apply communications functions in what is considered best practice.

#### **Strategic Project:**

- By the end of semester two (31<sup>st</sup> May) I will have developed a one-year communication plan for the Licensed Vintners Association.
- This will involve developing a strategy and implementing tactics consistent with the company's overall corporate mission.
- Budgeting the cost of the plan and establish a timeline for its execution.

### **Institute of Technology, Carlow (2012-2016)**

#### **B.A. Sports Management and Coaching (2.2)**

**Subjects:** Accounting, HR and Legal Issues, Economics, Sponsorship & Media management, Event Management, Applied Anatomy, Strength & Conditioning, Fitness Testing.

**Thesis:** An Investigation into the use of supplements in young and developing rugby players in the Leinster region.

## EMPLOYMENT HISTORY

### **Supervalu, Churchtown (November 2018 – Present)**

Cashier

- My current duties are to check through customers items and process payments in what sometimes is a fast-moving environment.
- Ensure payments have been made correctly.

### **Tiger Wood Fire Pizza (September 2018 - November 2018)**

Cashier

- It was my duty to coordinate pizza deliveries of up to 4 drivers at once, while also ensuring Deliveroo deliveries were also being made.
- After service had ceased, I was responsible for counting cash and receipts, inputting relevant data into excel and lodging money into the safe.

### **Boojum, Dublin (May 2016 – August 2018)**

Front of House/Trainer

- I was the designated trainer for my store which meant I participated in the interview process for prospective new employees. For new starters I prepared and implemented their training program covering all aspects of the role.
- I provided training in customer service, till operation, front of house housekeeping and serving. I provided feedback to both the new starter and to Management on the individual's performance.
- I regularly managed the cash register, often single handed in a busy and demanding environment. This involves customer service skills, bank lodgment and coin collection, cash and debit card sales, product knowledge and discount application when appropriate.

## ACHIEVEMENTS AND INTERESTS

### **Sport**

I have been involved in a variety of sports from a young age captaining many teams. I was a starter on my school's senior cup rugby team for 3 years winning 2 trophies and a player of the year award in my final year. After leaving school I joined St. Mary's RFC where in my first year I gained a player of the year award and continue to play at a highly competitive level today. During my time at IT Carlow, I was part of the senior firsts team winning an all-Ireland medal in my first year and reaching the all-Ireland final in my last two.

### **Travel**

Took part in the J1 visa program while at undergrad level and welcomed the challenges a temporary move and new environment can bring. Financing, planning, finding work and a place to stay during that summer was an incredible learning experience and the type I would welcome in future.

### **Photography and design**

I have a keen interest in photography, in particular architecture and nature, and it is something I am always looking to improve on. The process of having an idea for a picture and figuring out how best to realize that idea is what I find most rewarding.

Along with a friend, we have begun designing t-shirts which we look to print and form a small business from. We will initially be catering for family and friends and hope sometime in the future to sell them on a larger scale though the project at the moment is more for us to learn about what it would take to run a small business and the process of designing.