

# ANDREW BURKE

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EXPERIENCED WRITER, DIGITAL MARKETING GRADUATE

## SUMMARY

Diligent and creative university graduate from Ireland with a strong knowledge in all things digital and writing. Deep interest and passion for marketing and copywriting with a diverse background in computing and humanities. Looking for an exciting opportunity to utilise and demonstrate skills with a desire to learn more following completion of Postgraduate Diploma.

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## SKILLS

Copywriting | WordPress | Adobe Suite | Final Cut Pro | Social Media | Data Visualisation | SAP  
Verbal and Written Skills | Editing | Communication | Presenting | Collaboration | MS Office

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## EDUCATION

**Griffith College Cork** **Sept. 2021 - May. 2022**

*Certificate in Online Marketing and Digital Strategy - Pass*

- Developed digital marketing strategy for local business, Dwyers Garden Café, for Q1 2022. Involved revival of old Facebook page and focus on increasing activity on earned channels. Strategy was incorporated and saw 30% increase in online engagement.

**University College Cork** **Sept. 2020 - Sept. 2021**

*Postgraduate Diploma in Digital Arts and Humanities - 2nd Class Honours*

- Relevant modules: Graphics for Interactive Media, Digital Video Capture and Editing, Contemporary Practices in Publishing and Editing, Narrative and System Design.

**University College Cork** **Sept. 2017 - May 2020**

*Bachelor of Arts in Computer Science and Philosophy - 2nd Class Honours*

- Relevant modules: Introduction to Digital Media, Digital Content Management, Reasoning and Argument, Professional Ethics, Mind and Machine.
  - Received 1st Class Honours in both Final Year Projects.
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## EXPERIENCE

**Pfizer** **August 2022 - Nov. 2022**

*Purchasing Specialist Contractor*

- Created and maintained several supply channels, clearing the large backlog of requests.
- Greatly improved efficiency by creating a master lead time spreadsheet for incoming parts.
- Evaluated supplier performance for Q1 and Q2 2022 and presented results to management. Praised for initiative and presenting skills.

**Cork Craft & Design** **June 2021 - August 2021**

*Digital Marketing Intern*

- Managed WordPress website and social media platforms. Provided customer service for e-commerce section of website and was given multiple positive reviews.
- Was given additional work in copywriting as it was described by manager as an “area of excellence with a great brand voice.” Wrote several emails, press releases and social media posts and increased engagement by 20% over previous year.

**Motley Magazine** **Sept. 2018 - June 2020**

*Entertainment Editor*

- Began as contributor, progressed to staff writer and then head of the Entertainment section.
  - Wrote articles frequently and managed a team of writers, editing their work and training them to improve their writing and confidence.
  - Entertainment section was consistently the most popular section on the website and on social media for every issue released in 2019/2020.
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## ACHIEVEMENTS

Hubspot Certificates in Inbound Marketing and Growth Driven Design | Stand-up comedian  
Michael Sheedy Award for Drama | 4 UCC Works Awards | LAMDA Grade 5

References available upon request