# JOHN LARKIN BA

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*I am a digital marketer passionate about analytics, optimisation, product, growth and tech.*

*I spent the last year based in Dogpatch labs launching Fluid UI into the global mobile prototyping market, achieving 20x growth. In 2012 I enrolled in a Professional Diploma in Digital Marketing to refresh the knowledge learned during my degree and postgraduate diploma as I was a professional poker player from 2005-12. Was awarded a post graduate diploma in advertising with the Fitzwilliam Institute in 2004 and an honours BA degree in Marketing from Dublin Business School in 2002.*

***CAREER SUMMARY:***

**June 2012 – May 2013 Marketing & Business Development, Fluid Software**

I joined Fluid UI before their launch to help bring them out of beta and into the market achieving growth of 20x. Involved in all areas of the business including Marketing, Business Development, Product Management, Sales & Support. Some highlights include:

* Devised and executed a successful link building and SEO plan (grew from PR3 to PR6)
* An 'in-kind' 3 month sponsorship campaign covering over 100 events globally.
* Managing and optimising PPC campaigns.
* Created significant PR & coverage in 3rd party blogs and news sites.
* Built out additional distribution channels.
* Product optimisations to improve acquisition, activation & retention flows.
* Managed email, social media & community channels.

**June 2005 to June 2012 Professional Poker Player**

From 2005-12 I was a successful full time professional poker player. I primarily focused on online cash games. With the total decline of the US online poker market starting back in April 2011 and with a young family I decided to take the opportunity to relegate poker to a hobby and switch to a more fulfilling, challenging and secure career.

**April 2005 to June 2005** **Account Executive, Dialogue Marketing**

My postgrad in Advertising included a three month work experience module. I worked with a direct

marketing full service agency in Dublin dealing with clients such as Insight Ireland, ESB and Sightsavers International. At the end of the three months I was offered a full time position with the company as an account exec on the ESB account, however I turned this down to pursue my passion as a professional poker player.

### June 2001 to October 2004 Reservations Agent, Carlson Hospitality Worldwide

Was a multi lingual reservations agent representing a number of hotel chains including Radisson Hotels, Park Inns, and Park Plaza Hotels. I was dealing mainly with the UK, Italian and German markets.

### *EDUCATION:*

***Professional Diploma in Digital Marketing***

(June 2012) Digital Marketing Institute, Dublin

This intensive course run by the Digital Marketing Institute included modules on SEO, PPC, Display Advertising, Mobile, Email Marketing, Social Media, Analytics and Digital Marketing planning.

***Post Graduate Diploma in Advertising***

(Sept 2004 – June 2005) Fitzwilliam Institute, Blackrock, Co. Dublin

Course details/subjects:

This post graduate course included various modules relevant to the advertising industry. It had a very hands on approach as all our lecturers were professionals within their fields.

* Marketing
* Advertising Strategy
* Creative Advertising
* E-Commerce
* Public Relations
* Media

***BA in Marketing***

(Sept 2000 to June 2002) Dublin Business School, Dublin 2

Course details/subjects:

I qualified with honors from Dublin Business School with a BA in Marketing. This course gave me a sound foundation in the discipline of marketing, both from an Irish and an international perspective.

* Marketing
* Management
* Marketing Communications
* Consumer Behaviour
* Services Marketing
* Database Design
* Accounting
* Law

***Diploma in Marketing, Advertising and Public Relations***

(Sept 1999 to June 2000) LSB College, Dublin 2

This one year diploma provided me with the basics of Marketing, Advertising and Public Relations

(Sept 1996 to June 1999) Trinity College Dublin

I spent three years in Trinity College, one year studying Business and German and two years doing BESS (Business, Economics and Social Studies). I left after the three years as I ended up studying pure economics and this was not a field I wanted to specialise in.

2nd Level Education

(Sept 1990 to June 1996) St Andrew’s College, Booterstown Ave, Co Dublin

Languages

Fluent Italian also good German

**INTERESTS**

I am passionate about Technology and like to stay really up to date with goings on in that field. I am currently teaching myself to code (HTML, Ruby on Rails) to help me work on some web projects. I am a keen student of lean methodologies and have read many books on the subject. I regularly participate in tech meetups, Digital Marketing Institute events, and start-up activities in Dublin.

**References**

Available on request