

IVNA O'NEILL

SUMMARY

Dedicated Marketing Content and Campaign professional with vast experience in technology and financial services. Skilled in storytelling and distilling complex concepts in areas like enterprise solutions, Mobile Device Management, cryptocurrencies, cybersecurity and thematic investing into engaging content that makes sense to clients. Exceptional eye for detail and copywriting skills, with a solid background in making critical decisions, de-escalating and managing deadlines.

EXPERIENCE

CONTENT STRATEGIST at Jamf - 09/2022 to present

As a lead content strategist with focus on B2B Channel partners, Alliance partners and Carriers, established the strategy for the roll-out of competitive intelligence assets and built bespoke platforms for sales and partner enablement. Liaised with sales and field teams to kickstart the crucial relationship between Jamf and mobile phone carriers in Europe and ANZ.

Produced customer success stories with on-site and video interviews and blogs, as well as thought leadership pieces, blogs, advertorials and byline articles.

SENIOR MARKETING ASSOCIATE at WisdomTree UK - 02/2018 to 03/2022

Lead the team that developed and produced all B2B marketing content, including multimedia, brochures, infographics, videos, website blogs and investor education documents, liaising with researchers, designers, copywriters, translators, printers and sales.

Scoped, created, scripted and produced several videos, infographics and strategy pages to promote the company's investment funds in areas like Cryptocurrencies, Cybersecurity, Cloud Computing, Artificial Intelligence and others.

Managed the automation of legacy content such as product lists and brochures, saving time and ensuring accuracy.

Budgeted, scoped and delivered digital advertising campaigns and collaborated with the digital team to develop meaningful tagging and tracking of activities using Google Analytics, liaising with digital agencies, ad server hosts and designers to optimize activities on the go.

SENIOR TECHNICAL QUALITY MANAGER at SAP UK - 10/2013 to 09/2017

Worked as a customer advocate and technical manager, a service provided exclusively to premium SAP clients, based at customer's site to establish a strong relationship with key stakeholders and understand customers immediate requirements and upcoming projects.

Created bespoke strategies to improve customer's Business Processes in all areas of the application lifecycle, driving value and ensuring allocation of resources to remediate pain points and implement innovations.

Provided immediate help and de-escalation of crisis situations to drive the resolution process.

SAP S/4 HANA DIGITAL COMMUNICATIONS - SECONDMENT at SAP UK - 01/2017 to 08/2017

As part of a 6-month secondment, I worked with the newly created SAP S/4HANA Cloud team to build the Global SAP S/4 HANA Cloud brand internally and externally, researching and writing articles and social media posts, organizing onboarding and recruiting events and establishing procedures to promote team engagement and collaboration.

SENIOR SUPPORT CONSULTANT at SAP Ireland - 10/2003 to 09/2013

Delivered support engineering and optimization services to SAP clients remotely and onsite, as well as support and problem solving through internal and customer messages.

Worked as a Global SAP Subject Matter Expert for Software Change Management in the areas of Solution Manager Expert Guided Implementation and Remote Service Delivery, providing training courses and mentoring for clients and colleagues worldwide in both English and Portuguese.

SKILLS

- Branding
- Campaign development
- Marketing strategy
- Storytelling
- Copywriting
- Content creation
- Project management
- Digital transformation
- Graphic design
- People management
- Training
- Budget Management

EDUCATION

Universidade Gama Filho, Rio de Janeiro
Bachelor of Science, Communication Studies, 2002

Open University, Milton Keynes, MIK
Certificate of Higher Education, Information Technology and Computing, 2007

ADDITIONAL INFORMATION

- Part of SAP Top Talent hub 2007 and 2010, a group of 2% of the company's high potential individuals.
- WisdomTree Team Alpha award recipient 2020 for work on Campaigns.
- Volunteered at Latin American Women's Aid (LAWA) in 2018, in Communications and Social Media and as translator and interpreter.

CERTIFICATIONS

- Certified Level 1 Adobe Photoshop, Illustrator and InDesign.
- Several SAP certifications achieved, details on request.

LANGUAGES

Portuguese (First language)
English (Proficient)

Spanish (Intermediate)

INTERESTS

As part of my lifelong passion for design and creative work, I am studying pattern creation and started mural painting. I am also interested in Jewellery making and rendering and have done a few courses in the area. I am part of a women's choir and interested in initiatives to improve gender and ethnic diversity in business.