

SEAN RYAN

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ABOUT ME

As a dedicated and creative designer, my passion for innovation is reflected in my extensive portfolio. My diverse range of projects demonstrates my ability to deliver impactful design outcomes across various mediums and industries. As I continue to evolve as a designer, I am eager to bring my skills, experience, and passion to a team where creativity and innovation are valued.

EDUCATION AND TRAINING

09/09/2017 – 05/06/2018

Dundalk, Ireland

BA(HONS) IN COMMUNICATIONS IN CREATIVE MEDIA

Dundalk Institute of Technology

19/09/2014 – 30/05/2017

Dundalk, Ireland

BACHELOR OF ARTS DEGREE IN MEDIA ARTS AND TECHNOLOGY

Dundalk Institute of Technology

WORK EXPERIENCE

01/11/2020 – CURRENT Brussels, Belgium

DIGITAL COMMUNICATIONS OFFICER FEFAC - THE EUROPEAN FEED MANUFACTURERS' FEDERATION

As a Digital Communications Officer at [FEFAC](#) (the European Feed Manufacturers' Federation), I play a pivotal role in conveying the organization's work and priorities to the European compound feed industry. My key responsibilities include:

- Curating, uploading, and publishing news articles for the weekly newsletter 'FEFACTS'.
- Managing FEFAC's social media presence, resulting in a 75% increase in LinkedIn followers to approximately 2,000.
- Initiating and managing the '[Feed Chats](#)' interview series, encompassing all technical aspects, from editing and animation to design and production.
- Overseeing FEFAC's internal and public website, including web page creation, media publication, SEO optimization, online meeting management, and newsletter creation.
- Directly managing and coordinating FEFAC's event initiatives, including the oversight [FEFAC's charter 2030 webinar series](#), the creation of a [virtual 3D congress room](#) for the annual meeting in 2021, and the management of online elements for the 2022 [hybrid](#) annual meeting

20/01/2023 – CURRENT

CONTENT CREATOR THE GAA ROOM

I am the creator of [The GAA Room](#), developing engaging TikToks, Reels, Live Streams, Graphics and more. The content is based on the current affairs of the Gaelic Athletic Association where I have gained a following of approximately 15,000 users. Creating this channel has allowed me to gain knowledge on emerging platforms and given me experience in live streaming with high production value. With my content generating over 5 million views since January 2023, I created:

- A definitive brand for The GAA Room that followers can immediately recognise when content appears on their feed.
- Engaging [TikToks](#), Reels, and Shorts that grab the user's attention whilst also keeping their attention.
- Streaming of [live watchalongs](#) for Gaelic Games for people who cannot view the live action but want to keep up with the matches.
- [Interactive Quizzes](#) that I produce, film, edit and partake in.
- Following and interacting with the online discussions around the Gaelic Athletic Association.

02/01/2020 – 25/01/2020 Dublin, Ireland

DIGITAL MEDIA OFFICER FINE GAEL

As the Digital Media Officer for [Fine Gael](#), I spearheaded the party's digital operations in collaboration with my superior. This encompassed content creation, social media management, newsletter publication, and supporting the Parliamentary Party. Notably:

- I played a pivotal role during a General Election, operating in a fast-paced, deadline-driven environment, requiring unwavering attention to detail.
- I closely collaborated with prominent government figures, including An Taoiseach (Irish Prime Minister), Tánaiste, and Senior Ministers.
- My content for Fine Gael's social media accounts garnered approximately 450,000 views overall.
- Key responsibilities included managing Fine Gael's social media accounts with 80,000+ followers. I occasionally created content for An Taoiseach [Leo Varadkar's](#) social media, reaching 300,000 followers.
- I translated complex policy announcements into accessible communication tools for social media, FineGael.ie, and internal use.
- I supervised the digital support team of three interns during the 2020 General Election to support candidates.
- I facilitated live streaming sessions, including [the first-ever live stream](#) for An Taoiseach, Leo Varadkar.
- I oversaw Fine Gael's website and email marketing efforts

20/01/2018 – 01/01/2020 Dublin, Ireland

FREELANCE CONSULTANT SEAN RYAN DESIGN

After completing my degree, I established [Sean Ryan Design](#), a thriving freelance venture. In this role, I autonomously managed a client base, focusing on digital solutions. Effective client communication was integral to ensuring satisfaction with project outcomes. In 2020, I transitioned from my business to accept a dedicated position at Fine Gael, where my expertise was exclusively directed. My primary business activities included website development, logo design, video editing, social media management, and graphic design.

05/11/2018 – 18/11/2019 Brussels, Belgium

COMMUNICATIONS TRAINEE CROPLIFE INTERNATIONAL

As a Communications Trainee at [CropLife International](#), I collaborated with professionals across different continents. CropLife International, an organization dedicated to advancing agricultural technologies provided a dynamic environment for my role. As part of the communications team, I developed complex plant science industry messaging into concise social media content, impactful PowerPoint presentations, and informative web articles. My tenure allowed me to deepen my knowledge of the agricultural sector while sharpening my writing and content creation skills. Notably, I played a pivotal role in launching the [Female #FoodHeroes](#) initiative, working closely with women in agriculture to share their global stories. Additionally, I actively contributed to enhancing [CropLife Africa Middle East's](#) online presence through strategic communication efforts.

● DIGITAL SKILLS

Copy Writing | Content Creation | Website Management | Writing and Grammar | Digital Communications | Social Media Management | Project Management | Creative Problem-Solving

● ADDITIONAL INFORMATION

VOLUNTEERING

04/02/2020 – CURRENT Belgium GAA

Public Relations Officer In my current role as Public Relations Officer (PRO) at [Belgium GAA](#), I spearhead the development and execution of all communication initiatives for the organization. As the primary point of contact for prospective members and journalists, I have undertaken various key projects, including:

- Authoring and curating [public news articles](#) covering tournament reports, fundraisers, and social events for the club.
- Overseeing and generating content for Belgium GAA's [social media platforms](#).
- Initiating and managing the launch of [Belgium GAA's new website](#).
- Collaborating with [journalists](#) and the [Irish Embassy](#) to enhance the visibility of our games in the Brussels region.
- Conducting and moderating interviews with club members under the banner of '[Belgium GAA Players](#).'

Additionally, I am the Manager and Coach for the [Belgium GAA Senior Hurling team](#), an invaluable voluntary position that enables me to nurture and guide players of diverse skill levels, optimizing their performance in match scenarios. My responsibilities include overseeing over 60 players, spanning ages 18 to 55, who fall under my stewardship.

HONOURS AND AWARDS

02/12/2022

Club Person of the Year – Belgium GAA Awarded 'Club Person of the Year' at Belgium GAA's Annual Dinner in recognition of my contributions as Public Relations Officer. My efforts significantly elevated the organization's visibility, resulting in coverage in national and international sports media outlets.