

Dean Connelly

Latte PR Senior Account Director March 2016 – Present

- Current Clients: Coca Cola, Sky, Airbnb and Jim Beam
- Responsible for client counsel, strategy & planning, team management, overall budget management and ensuring KPI's are achieved
- Currently managing a team of 6 and responsible for the career development of 2 x team members.
- New Business: I have led on or been involved in helping to win £200k worth of new business in the past 12 months. My core strength in new business is pitching and chemistry meetings.
- Media Relations: I am still hands on with media relations and often create the media strategy for campaigns.
- Coca Cola: I oversee three brands including Coca Cola, Fanta and Sprite. Manage a budget of £20,000 per month, organically grew the account by £70k this year. Key work is delivering a press office function. I was also involved in developing their new creative platform from which all communications is derived.

Key achievements:

- Organically grew revenue on my key accounts by £120k in 2019
- Provided the winning idea and onboarded Airbnb
- Led on the strategy & planning for the brand reposition of Jim Beam

Cha Cha PR PR Account Executive July 2015 – March 2016

- Clients: Hasbro, Cadbury, Facebook, TikTok
- Wrote press releases, built relationships with journalists and secured coverage
- Helped to organise product launches and run events
- Provide clients with weekly coverage reports and analysis
- Built relationships with key lifestyle media and influencers

Key achievements:

- Increased coverage for TikTok by 30% since starting on the account
- Secured double page spread in Okay for Cadbury
- Contributed a creative idea for the Hasbro account which led to Cha Cha organically growing the account

Sasah PR PR Assistant - October 2013 – July 2014 Dare – PR Account Coordinator – June 2013 – October 2013

Education

2009 - 2013

University of Newcastle

Bachelor of Business (Double Major: Marketing & Management) 2:1

2004 - 2008

Mackillop Senior College, Port Macquarie

GCSE's

Interests

- I really enjoy reading about entrepreneurship and how people successfully started and grew companies. Right now I am reading Michelle Mone's book.
- I'd like to say I'm an avid traveller but I think my friends would say it's more a holiday I enjoy. Travelling to enjoy good food, swim, read a book and completely relax is bliss. Trekking up a mountain is not.