

Address | 10 Comrie Street | Contact | tom.scally@outlook.com
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PERSONAL STATEMENT

I am a perfectionist. Every project or task I undertake is completed to the highest possible standard and with the utmost care and attention to detail. I possess exemplary communication and team work skills. My demonstration of these skills culminated in being selected as 1 of only 10 students in Scotland to fly to Houston, Texas, USA for a Learning Experience with NASA. I am a natural leader, adventure seeker and avid explorer. I have the ability to relate to highly diverse groups of people and am able to gain a detailed understanding of their individual needs and wants, reinforced during my recent consultancy project for Luss Estates Company, which resulted in being awarded the Class Prize for 2nd Year Marketing at Strathclyde University; with a further award of the 3rd Year Class Prize judged by marketing agency, Equator. I enjoy new challenges and have the ability to quickly adapt to new environments as evidenced through my Internship with Groupe Lactalis in which I had to relocate several times throughout the placement. I am a highly motivated individual, immensely enthusiastic and always strive towards excellence.

WORK EXPERIENCE

SUMMER 2019

Strathclyde Business School Research Consultant

Working alongside Professor Alan Wilson and Dr Aliakbar Jafari, a research project was conducted to examine the application of digital marketing within the UK Higher Education sector. The aim being to attract a greater number of PhD applicants to Strathclyde Business School. This project involved environmental analysis using a range of frameworks, which were supported by a proposed communications campaign to be undertaken by the SBS Marketing Team. This was then communicated to the university Principal, Professor Sir Jim McDonald.

SUMMER 2018

Lactalis Groupe CEO Shadow

Led a team of international stagiaires to complete all preliminary research and analysis for the launch of Président Cheddar to 70 countries worldwide. Provided marketing strategy and support for Orkney SKU development, taking a lead role on the pack design and implementing consistent branding throughout the product range. Shadowed CEO, Mark Taylor, gaining insights into the day-to-day role of a CEO and Board Member of a Multinational Corporation.

SUMMER 2017

Lactalis Groupe Export Marketing Intern

Initiated and delivered 2 projects within a 14-week period and presented findings to the UK Board:
> Milk Procurement Analysis with an aim of improving factory cheese yields through the procurement of higher quality milk and the incentivisation of farmers to achieve this.
> Analysis and insights of the cheddar cheese market in China with the development of a suggested International Market Penetration Plan with inclusive Digital Marketing Strategy.

SEPTEMBER 2018 - SEPTEMBER 2019

Glasgow International Swim Meet Marketing Director

Responsible for developing the overall strategic direction of the Glasgow International Swim Meet and the presentation of this within a Strategic Marketing Plan (2019-2021). Led the Marketing Team of 4 people in a variety of roles spanning Customer Experience, Digital and Integrated Communications, Media & PR. Responsible for widening revenue streams within the swimming events market which included the formation of relationships with corporate partners and sponsors.

APRIL 2018 - SEPTEMBER 2018

Glasgow International Swim Meet Marketing Manager

Developed a full brand identity for the international event as means of differentiation. Integrated the core brand values into the event production and communicated closely with merchandising and other partners to provide consistency throughout the event planning phases. Implemented a digital marketing strategy and provided live social media coverage throughout the event. Provided full marketing support during the event.

JUNE 2016 - JUNE 2018

Glasgow Life Sports & Physical Activity Coach

Working in a front-end customer service position to deliver high quality swimming lessons for persons aged between 3 and 80 years old; Handling of customer queries and working alongside partner organisations such as competitive clubs.

DECEMBER 2018 - PRESENT

University of Strathclyde Brand Ambassador

Work closely with the Recruitment & International Office on campus to facilitate a number of events throughout the academic calendar:
> University Open Days - responsible for attracting prospective students to study at the university.
> Campus Tours - delivered to corporate partners and other visitors to the university.
> Applicant Days - providing a deeper understanding of student life at the university.
Presented to 700 undergraduate applicants regarding the benefits of studying at Strathclyde.

AUGUST 2017 - APRIL 2019

Glasgow Life Lifeguard

An alternative role within the Glasgow Life company, which carries a legal responsibility and duty of care for the safety of all swimmers. Required a clear focus on service delivery tactics from the perspective of a front-line employee. Attempts made to close service gaps observed within the venues with success observed through improved levels of customer satisfaction. Requirement of excellent customer service skills, handling a range of queries and concerns.

AUGUST 2015 - JUNE 2016

Skills Development Scotland My World of Work Brand Ambassador

Assisted in the implementation of the new myWoW website through a range of user experience and usability testing. Led the student team responsible for outreach during the launch process, primarily focused around direct marketing. Prepared selling decks for the entire team to pitch the platform to educators at all levels; with the aim of increasing the platform's adoption rate across education establishments in Scotland. Led a number of these pitches, including those to the Scottish Government.

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EDUCATION

September 2016 - Present
BA (Hons) Marketing & Economics
University of Strathclyde (Glasgow)

Year 1	Pass with Distinction
Year 2	Pass with Merit
Year 3	Pass with Distinction

August 2010 - June 2016
Trinity High School (Rutherglen)

Level	Subject	Result
Advanced Higher	Mathematics	A
Higher	Mathematics	A
Higher	English	A
Higher	Physics	A
Higher	Chemistry	A
Higher	Business Management	A
Higher	Accounting	A
Higher	Computing Science	A
National 5	Mathematics	A
National 5	English	A
National 5	Physics	A
National 5	Chemistry	A
National 5	Business Management	A
National 5	Computing Science	A
National 5	Spanish	A
National 5	Geography	A

SKILLS & HOBBIES

Creative Direction	Swimming	Music Production
Brand Management	Cycling	Computing
Website Design	Skiing	Media Production
Digital Strategy	Running	Triathlon
Graphic Design	Outdoor Pursuits	

SOFTWARE PROFICIENCY / SCRIPTING LANGUAGES

Microsoft Office Suite	HTML5
Adobe Photoshop	CSS3
Adobe Illustrator	Microsoft Visual Basic
Adobe Lightroom	Full CMS Proficiency
Final Cut Pro X	(WordPress - including custom
FL Studio	build development)

LANGUAGES

English	Spanish
Native Proficiency	Basic Working Proficiency

REFERENCES

Available upon request

RECOGNITIONS / AWARDS



Digital Marketing Communications Class Prize
Year 3 Recipient - EQUATOR
University of Strathclyde (Glasgow)



Services & Retail Marketing Class Prize
Year 2 Recipient - LUSS ESTATES COMPANY
University of Strathclyde (Glasgow)



NASA 'Life in Space' Challenge
Winning Team recognising exemplary
performance in this challenge
Scottish Space School



TriTogether Charity Triathlon 2015
Men's 1st Place
Leonard Cheshire Disability Charity

ADDITIONAL QUALIFICATIONS



October 2019
Associate Member of the
Chartered Institute of Marketing (ACIM)



October 2018
Inbound Marketing Certification
HubSpot



October 2016
UKCC Coaching Swimming (L1)
Scottish Swimming



January 2016
UKCC Teaching Aquatics (L1)
Scottish Swimming

VOLUNTEER EXPERIENCE

Class Representative

University of Strathclyde
Responsible for recognising and voicing the views of students within the Department of Marketing through regular communication with the class co-ordinators and administrators.

Fundraising Leader

Mary's Meals
Regularly host coffee mornings and enterprise activities in the local community to raise money for the charity which provides meals to school children across Africa. Initiatives have raised in excess of £15,000 for the charity.