

# TOM SCALLY BA(Hons) ACIM

## CURRICULUM VITAE

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A highly motivated new graduate who is eager to learn. Exemplary communicator and works most effectively as a team player, demonstrated through selection as 1 of 10 Scottish students to fly to Houston, TX for a Learning Experience with NASA. A natural leader who is able to relate to highly diverse groups of people, understanding individual needs. Enjoys new challenges and swiftly adapts to new environments, having undertaken employment opportunities requiring frequent relocation and travel. A very enthusiastic individual who is always striving towards excellence.

### EDUCATION

September 2016 - June 2020	<b>University of Strathclyde</b> (Glasgow)	<b>BA(Hons) Marketing &amp; Economics</b> with First Class Honours	<b>80%</b> GPA
August 2010 - June 2016	<b>Trinity High School</b> (Rutherglen, Glasgow)	<b>SQA National 5, Higher &amp; Advanced Higher</b> 16 Qualifications Awarded Grade A	

### PROFESSIONAL EXPERIENCE

June 2019 - September 2019	<b>Strathclyde Business School</b>	<b>Researcher</b>	<b>Glasgow, UK</b>
	Key Responsibilities		
	<ul style="list-style-type: none"><li>• Project Aim: To examine the application of digital marketing within the UK Higher Education Sector.</li><li>• Conducted and compiled macroenvironmental analysis using several methodologies and frameworks.</li><li>• Developed marketing communications strategy to be enacted by all university departments.</li></ul>		
	Main Achievements		
	<ul style="list-style-type: none"><li>• Provided clear recommendations which are currently under implementation.</li><li>• Initiated a basis of consistency across all university departments.</li></ul>		
September 2018 - June 2019	<b>Glasgow International Swim Meet</b>	<b>Lead Marketer</b>	<b>Glasgow, UK</b>
	Key Responsibilities		
	<ul style="list-style-type: none"><li>• Devised overarching strategic direction of the event across all business functions.</li><li>• Led marketing team in roles spanning Customer Experience, Digital &amp; Communications, Media &amp; PR.</li><li>• Widened revenue streams via sponsorship deals and merchandising</li></ul>		
	Main Achievements		
	<ul style="list-style-type: none"><li>• Increased sponsorship revenue by 75% on previous year.</li><li>• Key role in bringing the event its first profitable year.</li><li>• Social media strategy achieved organic growth of 250% on previous year with zero ad-spend.</li></ul>		
May 2018 - September 2018	<b>Groupe Lactalis UK</b>	<b>CEO Shadow</b>	<b>London, UK</b>
	Key Responsibilities		
	<ul style="list-style-type: none"><li>• Led team of interns to conduct market research for the NPD of Président Cheddar in 70 countries.</li><li>• Developed marketing strategy for Orkney SKU development, taking a lead role on brand management.</li><li>• Shadowed Group CEO to gain insight into the day-to-day role of a CEO of a Multinational Corporation.</li></ul>		
	Main Achievements		
	<ul style="list-style-type: none"><li>• Delivered a sales project with 72-hour turnaround which resulted in revenue exceeding £100k.</li><li>• Assisted CEO handover during the shadow process leading to a smooth leadership transition.</li><li>• Internalised Export Market marketing, improving workflow efficiency and reducing agency costs by 50%</li></ul>		
May 2017 - September 2017	<b>Groupe Lactalis UK</b>	<b>Export Marketing Intern</b>	<b>London, UK</b>
	Key Responsibilities		
	<ul style="list-style-type: none"><li>• Project 1: Milk Procurement Analysis, aimed to improve factory yields through procurement of high-quality milk and optimise the incentivisation schedule of farmers to achieve this.</li><li>• Project 2: Cheddar in China, analysing the cheese market in China with the development of an international market penetration and marketing communications strategy.</li></ul>		
	Main Achievements		
	<ul style="list-style-type: none"><li>• Initiated and delivered both projects within a 14-week period and presented findings to the UK Board.</li></ul>		

### RECOGNITIONS / AWARDS

<b>University of Strathclyde Class Prizes</b>	2 <sup>nd</sup> Year 3 <sup>rd</sup> Year 4 <sup>th</sup> Year	Services & Retail Marketing Digital Marketing Brand Management	(Luss Estates Company) (Equator) (Tennent's / C&C Group)	<b>NASA/Scottish Space School Winner</b> Selected to participate in NASA Learning Experience in Houston, TX.
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### ADDITIONAL LICENSES / CERTIFICATIONS



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



October 2018  
**Inbound Marketing Certification HubSpot**