

Traolach Ó FLOINN

PROJECTS
BUSINESS OPERATIONS
CLIENT SUPPORT
DIGITAL EXPERIENCE
BUSINESS MANAGEMENT



Contact Details

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Nationality:

Irish / EU (Resident in France)

Skills

Sales/Marketing • Business Operations • P&L & Operational Management • E-commerce • Digital Operations • Revenue & Profit Growth • Customer / Client Relations

Certifications

- IPMA Level D Certified Agile Associate (International Project Management Association)
- Agile Project Management Certification (Institute of Project Management, Ireland)
- Google Analytics & Google Ads Search Certified
- Google Conversion Optimization Certified
- Intermediate French Proficiency – TCF TP Certification
- Category B – Vehicle Driver's License

Languages

- English (Native speaker)
- French (B1)

Professional Profile

Experienced & adaptable professional with experience in business operations, project coordination, and client support across various environments, including large international corporations and small startups. Brings a practical, hands-on approach to work, strong communication skills, and the ability to learn quickly in new environments. Fluent English speaker with intermediate French. Comfortable working independently or as part of a team, and motivated by roles that offer variety and meaningful contribution.

Career Summary



Project Manager (Contract)

Nuwa (XR Ireland) • Savoie, France

03.2025 – Present

RESPONSIBILITIES

- Acts as Scrum Master for agile sprint meetings, ensuring effective communication and collaboration throughout the project lifecycle
- Acts as the primary point of contact for stakeholders, providing regular updates on project status, progress, and any issues or changes
- Develops detailed project plans, and timelines to ensure timely and on-budget delivery of projects for an XR (Extended Reality) startup technology business
- Maintains comprehensive project documentation, including reports, and meeting notes for transparency and future reference



Business Owner

Lazorama • Savoie, France

03.2023 – 03.2025

KEY ACHIEVEMENTS

- Established and successfully launched a small-scale manufacturing business in France
- Grew customer base and expanded sales channels through targeted digital marketing strategies
- Designed and implemented a streamlined production process, reducing turnaround time for custom orders
- Developed an e-commerce website from scratch, integrating secure payment gateways and user-friendly interfaces
- Drove revenue growth through strategic advertising campaigns and customer retention initiatives

RESPONSIBILITIES

- Managed end-to-end e-commerce operations, including product design, manufacturing, and order fulfilment
- Delivered high-quality customer service, addressing inquiries, processing orders, and resolving issues
- Developed and optimised the WooCommerce-based online store, ensuring seamless navigation and functionality
- Executed search engine marketing (SEM) campaigns and social media promotions to increase visibility and sales
- Maintained supplier relationships and managed inventory to meet demand
- Handled financial operations, including budgeting, pricing strategy, and expense tracking



Principal Optimisation Analyst

Gen Digital • Savoie, France

07.2018 – 02.2023

KEY ACHIEVEMENTS

- Optimisation test lead for CRM retention testing initiatives to improve customer engagement and conversion rates
- Designed, prioritised, and executed A/B tests to refine user experience and drive revenue growth
- Directed optimisation projects using Agile Kanban, ensuring seamless execution and timely delivery
- Identified, analysed, and resolved technical issues to enhance website performance
- Assessed campaign data through Adobe Target, Adobe Analytics, and Quantum Metric, providing data-driven insights
- Developed interactive dashboards for real-time performance tracking and reporting
- Delivered strategic recommendations to business stakeholders, driving continuous improvement



Catalogue Manager

Microsoft / CPL Solutions • Dublin, Ireland

11.2014 – 06.2018

KEY ACHIEVEMENTS

- Supported global product launches, ensuring seamless integration across digital storefronts
- Configured product listings, managed pricing structures, and maintained data integrity for EMEA and APAC regions
- Supported online merchandising initiatives, enhancing product visibility and sales performance
- Contributed to the successful rollout of Microsoft's proprietary e-commerce platform

Technical Skills

Agile (Scrum, Kanban) • Jira • Open Project • Confluence • SharePoint
Adobe Analytics • Google Analytics • Quantum Metric • WooCommerce • Shopify • Drupal • WordPress • A/B Testing • Adobe Target • Google Ads • Conversion Rate Optimisation • HTML • CSS • Adobe Photoshop • LightBurn
Laser Software

Interests

Fitness & Cycling • Piano & French Language Learning • Politics & International Affairs • Wood crafts



Principal Online Program Specialist
Symantec Corporation • Dublin, Ireland

03.2012 – 11.2014

KEY ACHIEVEMENTS

- Developed and executed A/B testing campaigns for EMEA digital sales channels, optimising revenue streams
- Collaborated with cross-functional teams to conceptualise and implement high-impact optimisation strategies
- Oversaw campaign implementation within an Agile Scrum environment, enhancing efficiency and adaptability
- Leveraged Adobe Target to conduct A/B tests, refining digital acquisition and retention flows
- Analysed post-campaign performance and translated insights into actionable business recommendations

Career Note



Project & Operations Manager | *Thinkscape • Dublin, Ireland*



Freelance Digital Consultant | *Digation & TraoCreative • Dublin, Ireland*



Team Supervisor | *Symantec Corporation • Dublin, Ireland*



Online Project Coordinator | *Symantec Corporation • Dublin, Ireland*



Contractor | *Auckland Council • Auckland, New Zealand*



Web Site, Online Video & UX Designer | *Servecast • Dublin, Ireland*



Website Designer | *Esat Telecom • Dublin, Ireland*



Technical Support Agent | *Esat Telecom • Dublin, Ireland*



Sales Assistant | *Person 2 Person Mobile Phones • Dublin, Ireland*



Office Administrator | *Viking Dies & Diecutting Ltd. • Dublin, Ireland*

Education



Master's in International Affairs
King's College London • Distance Learning

In-progress



Bachelor of Arts in Management (Honours)
Institute of Public Administration • Dublin, Ireland

2006

Visit traolach.ch or [LinkedIn](#) for more information about my work experience