

Traolach Ó FLOINN

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CAREER HISTORY

Project Manager

XR Ireland
Savoie, France

03.2025 – 08.2025

Contract

Closed out two funded Extended Reality (XR) AI-powered projects and helped start development of a new XR platform for disaster-management use cases. Served as Scrum Master for an 11-person engineering team and administered OpenProject.

RESPONSIBILITIES:

- Ran sprint planning, reviews, retros, and backlog sessions for an 11-person team; tracked actions and follow-ups.
- Managed close-out activities for two industry/EU-funded cultural and humanitarian XR projects.
- Helped initiate the development phase of a new XR platform focused on disaster response scenarios.
- Administered OpenProject: set up projects, Scrum boards, Gantt timelines, user roles, and permissions.
- Planned and led the migration from Jira to OpenProject and supported team onboarding.
- Mentored university placement students throughout the contract.

KEY ACHIEVEMENTS/OUTCOMES:

- Standardised project boards and reporting, making status and dependencies clear for the team.
- Managed project migration from Jira and Confluence to OpenProject.

TOOLS & SKILLS:

Scrum, OpenProject, Jira, Confluence, Project planning, Documentation, Visio

Operations Manager

Lazorama (Nua Commerce)
Savoie, France

03.2023 – 03.2025

Self Employed

Founded and ran a small e-commerce brand producing personalised giftware, managing the full cycle from web build to production, marketing, fulfilment, and support.

RESPONSIBILITIES:

- Managed end-to-end e-commerce operations: product design, manufacturing, order fulfilment, and customer support
- Built the WooCommerce site (UX, product pages, payments, integrations)
- Launched a 6-language, multi-currency storefront for Europe and North America
- Drove acquisition and retention via Google Ads and on-page SEO; tracked performance with analytics
- Managed finances: budgeting, pricing strategy, and expense control

KEY ACHIEVEMENTS/OUTCOMES:

- Founded and brought a first business in France to market
- Streamlined production and checkout, reducing lead times and error rates
- Increased sales through targeted campaigns

TOOLS & SKILLS:

Woo Commerce, LightBurn, WordPress, Photoshop, Stripe, Google Analytics, Google Ads, E-commerce

Principal Optimisation Analyst

Gen (formerly NortonLifeLock)
Savoie, France

07.2018 – 02.2023
Permanent

Member of the Insights & Optimisation team, partnering with product, marketing, and engineering to improve on-site UX, grow sales, and boost customer satisfaction. Led experimentation design, project delivery, and post-test analysis to turn data into clear actions.

RESPONSIBILITIES:

- Global lead for CRM retention optimisation testing
- Designed and prioritised A/B tests across high-volume acquisition and retention channels
- Managed experimentation via Agile Kanban; coordinated cross-functional delivery
- Troubleshoot issues and supported bug fixes impacting tests and UX
- Analysed performance using Adobe Target, Adobe Analytics, and Quantum Metric
- Built dashboards to monitor test KPIs and track campaign health
- Synthesised findings and presented recommendations to stakeholders
- Tracked work and workflow in Jira

KEY ACHIEVEMENTS/OUTCOMES:

- Increased experimentation velocity and coverage across key journeys
- Improved retention funnel UX through data-backed test wins
- Identified and resolved high-impact defects surfaced by experimentation and session analytics
- Delivered clear insights that informed roadmap and prioritisation

TOOLS & SKILLS:

Adobe Target, Adobe Analytics, Quantum Metric, Jira, A/B/n testing, CRO, Agile Kanban, Stakeholder communication, Data storytelling

E-commerce Catalogue Manager

CPL Solutions for Microsoft Ireland
Dublin, Ireland

11.2014 – 06.2018
Contract

Member of Microsoft's Digital Stores global projects team, supporting the EMEA and APAC online storefronts. Delivered day-to-day catalogue operations and web production while helping transition from Digital River to Microsoft's internally developed OCX e-commerce platform.

RESPONSIBILITIES:

- Supported Microsoft product launches as a web producer (content, assets, go-live coordination)
- Set up products and managed pricing using Microsoft's ANCAP system; ensured data accuracy and compliance
- Executed and maintained catalogue configurations on Digital River's Global Commerce platform
- Partnered with Online Merchandising to implement promotions, cross-sells, and placements
- Contributed to the rollout of Microsoft's OCX platform, including migration preparation and UAT
- Worked within an Agile Kanban framework; tracked work in Team Foundation Server (TFS)
- Coordinated with regional stakeholders (EMEA/APAC) to align content, timing, and readiness

KEY ACHIEVEMENTS/OUTCOMES:

- Supported multiple confidential, NDA global launches with on-time, error-free catalogue readiness
- Improved storefront data quality and pricing consistency across regions
- Helped de-risk the platform migration by documenting processes and resolving catalogue issues during transition
- Enabled merchandising initiatives that increased product discoverability and campaign execution speed

TOOLS & SKILLS:

Digital River Global Commerce, Microsoft OCX (internal), ANCAP (pricing/catalogue), TFS (Azure DevOps), Agile Kanban, Web production, Online merchandising support, Catalogue/PIM operations, UAT, Stakeholder coordination

Optimisation Program Specialist (EMEA Lead)

Symantec Corporation
Dublin, Ireland

07.2013 – 11.2014
Permanent

Member of Symantec's E-commerce team owning the experimentation pipeline for Europe, Middle East & Africa (EMEA). Led A/B testing for acquisition and retention funnels, from hypothesis to launch and read-out, partnering with marketing, product, engineering, and analytics in an Agile Scrum environment.

RESPONSIBILITIES:

- Partnered with stakeholders to generate and prioritise test hypotheses and roadmaps
- Wrote test briefs/plans with KPIs, targeting, segmentation, and risk/QA steps
- Coordinated Scrum teams to build, QA, and launch A/B/n and multivariate tests
- Configured and governed campaigns in Adobe Target; ensured correct tagging/instrumentation
- Monitored results and produced post-test analyses with clear recommendations
- Managed the EMEA intake, backlog, and status reporting; coached teams on experimentation best practices

KEY ACHIEVEMENTS/OUTCOMES:

- Delivered measurable conversion and revenue wins across key acquisition and renewal flows
- Standardised test planning and QA checklists, reducing defects and shortening cycle times
- Improved decision quality with concise read-outs and dashboards adopted by senior stakeholders

TOOLS & SKILLS:

Adobe Target; Adobe Analytics (Omniture); Jira; Confluence; A/B/n testing; Agile Scrum; hypothesis design; experimentation strategy; dashboarding and data storytelling; stakeholder management; UAT/QA

Acting E-commerce Renewals Manager (Spain, Portugal & Italy)

Symantec Corporation
Dublin, Ireland

03.2014 – 07.2014
Permanent

Temporary lead for Norton online renewals in Iberia and Italy, ensuring business continuity and coordinated execution across markets.

RESPONSIBILITIES:

- Owned the online renewals sales strategy and roadmap for Spain, Portugal and Italy
- Delivered weekly performance reports, insights, and forecasts to the E-commerce Sales Director
- Partnered with local corporate/retail teams to align pricing, promos, and timing with market needs
- Tracked renewals projects from brief to go-live; oversaw localisation, QA, and on-time delivery
- Monitored funnel KPIs (traffic, take-rate, conversion, churn indicators) and flagged risks/opportunities

NOTES:

Short-term cover undertaken in parallel with my EMEA Optimisation Program Specialist role.

Optimisation Program Specialist (Test Developer)

Symantec Corporation
Dublin, Ireland

03.2012 – 07.2013

Permanent

Owned the design, build, and read-outs of A/B experiments for Norton consumer e-commerce flows within the Partnerships team. Partnered with online sales and web production teams to turn hypotheses into shipped tests across multilingual EMEA (Europe, Middle East & Africa) sites, improving conversion and renewals.

RESPONSIBILITIES:

- Developed and configured A/B tests in Adobe Target, from hypothesis and success metrics to launch
- Coded front-end test variations and hooks using jQuery, HTML, and CSS
- Built clear test plans with stakeholders; aligned scope, targeting, KPIs, and guardrails
- Monitored live tests against KPIs; paused, iterated, or scaled based on performance
- Produced analyses and read-outs using Omniture (Adobe Analytics) and internal dashboards

KEY ACHIEVEMENTS / OUTCOMES:

- Delivered measurable conversion uplifts on key renewal steps by executing a rapid test cadence
- Improved decision quality with concise insight summaries adopted by business stakeholders

TOOLS & SKILLS:

Adobe Target; Omniture/Adobe Analytics; jQuery; HTML/CSS; Jira; Confluence; A/B testing and experimentation design; dashboarding and reporting; stakeholder management; EMEA market coordination; data-driven decision making

Web Project Manager

Thinkscape
Dublin, Ireland

07.2010 – 03.2012

Permanent

Co-founded a digital agency in Ireland delivering websites, e-commerce and email marketing for SMEs. Spanned sales, client success, project delivery and contractor operations.

RESPONSIBILITIES:

- Built and managed a pipeline from prospecting to web site launches
- Served as primary client contact for scoping, status updates, and post-launch support
- Planned projects, defined requirements, managed budgets, risks and timelines
- Coordinated designers/developers and external contractors; handled back-office admin
- Delivered website builds, e-commerce implementations, and CMS training for clients
- Set up and ran email marketing programs and Google Ads campaigns; tracked KPIs

KEY ACHIEVEMENTS / OUTCOMES:

- Introduced Google Analytics reporting that improved client decision-making and retention
- Launched multiple SME websites and online stores, enabling clients to transact and self-manage content
- Created a trusted contractor network to build capacity without sacrificing quality or timelines

TOOLS & SKILLS:

Website design & development; Website management (CMS); E-commerce; Email marketing (Constant Contact, Mailchimp); Google Ads; Google Analytics; Project management; Client support; Sales development; Contractor management; Requirements gathering; QA and UAT; Reporting and KPI tracking

Team Supervisor, Online Sales (E-commerce Operations Team)

Symantec Corporation
Dublin, Ireland

02.2007 – 07.2010

Permanent

Served as Team Supervisor within the E-commerce Online Sales Operations group, reporting to the Team Manager. Supported 20+ multilingual, multicurrency Symantec Online Stores across EMEA. Focused on day-to-day coordination, quality control, and stakeholder alignment so products, pricing, and promotions were accurate and on time.

RESPONSIBILITIES:

- Orchestrated daily workload and priorities for web producers; maintained SLAs and handoffs
- Executed online sales plans in partnership with Online Sales Managers and Marketing
- Managed product/catalogue setup and updates (pricing, promos, availability) across 20+ stores
- Coordinated with Legal, Finance, Tax, Localisation, and IT for launches and site changes
- Supported hiring, onboarding, and training; performed performance reviews for individual team members
- Enforced QA processes, localisation checks, and data integrity for EMEA markets

KEY ACHIEVEMENTS / OUTCOMES:

- Supported successful new product launches by coordinating readiness checks (SKU, pricing, tax, translations) and tracking issues to closure
- Improved stakeholder confidence through clear status updates and concise issue summaries to cross-functional partners

TOOLS & SKILLS:

E-commerce operations; Catalogue/product setup; Pricing & promotions; CMS/content publishing; Localisation & QA; Workload planning; SLA/KPI tracking; Stakeholder management; Cross-functional coordination; Team supervision and coaching; Release readiness & rollback; Excel/reporting; Documentation and playbooks

Online Project Co-ordinator

Symantec Corporation
Dublin, Ireland

08.2005 – 01.2007

Permanent

Supported Symantec's Global Online Sales Operations team across EMEA as an Online Programme Co-ordinator. Combined hands-on web/graphic production with product and pricing coordination to keep online stores accurate, on-brand, and launch-ready.

RESPONSIBILITIES:

- Produced web and graphic assets for EMEA stores (banners, landing pages, UI elements)
- Led day-to-day product and pricing updates; ensured accuracy across markets
- Coordinated product and promotional launches with Sales, Marketing, and Localisation
- Built and maintained product catalogue structures and SKUs in the Digital River CMS
- Provided project support: schedules, briefs, status tracking, and stakeholder handoffs

KEY ACHIEVEMENTS / OUTCOMES:

- Delivered multiple on-time product and promo go-lives by aligning content, pricing, and translations
- Improved catalogue accuracy by introducing simple checks for SKUs, price points, and availability

TOOLS & SKILLS:

Web/graphic design; E-commerce operations; Product/pricing management; Catalogue setup; Promotional launch support; CMS/content publishing; Localisation coordination; QA and UAT; Scheduling and status reporting; Stakeholder communication; Adobe Photoshop; HTML/CSS; Excel/pricing files; Digital River CMS

Freelance Web Designer

Digation & TraoCreative
Dublin, Ireland

10.1997 – 07.2010

Self Employed

Provided end-to-end web design and development services to Irish SMEs across multiple sectors. Combined UX/visual design, front-end build, and light back-end/CMS work to launch brochure and e-commerce sites. Managed projects from brief and scope through delivery, training, and aftercare.

RESPONSIBILITIES:

- Designed site UI, brand assets, and marketing creatives
- Built websites and landing pages (HTML/CSS/JS) and integrated CMS when required
- Developed and maintained small e-commerce sites (catalogue, payments, shipping, promos)
- Implemented basic SEO, analytics tagging, and reporting for clients
- Scoped work, prepared estimates/contracts, and managed timelines and hosting vendors
- Onboarded and trained clients; handled updates, content changes, and support

KEY ACHIEVEMENTS / OUTCOMES:

- Founded my first business venture
- Delivered multiple SME sites that improved online visibility and enquiry flow
- Reduced post-go-live support by providing admin guides and targeted training
- Increased conversion on key pages via clearer navigation, faster load times, and on-page SEO basics

TOOLS & SKILLS:

Web/graphic design; Front-end development (HTML/CSS/JS); CMS integration (e.g., WordPress, Drupal, Perch, Joomla); E-commerce setup and management; Payment gateways and checkout flows; SEO fundamentals; Google Analytics; Domain/DNS and hosting coordination; Project scoping and client communication; Adobe Photoshop; Dreamweaver/FTP; Documentation and training materials

Contractor

Drake International for Auckland City Council
Auckland, New Zealand

08.2004 – 03.2005

Contractor

During a one-year stay in New Zealand, completed two temporary assignments at Auckland City Council via Drake International: (1) Data Entry Specialist on a tax database programme, and (2) Works Liaison Manager in the Property Division overseeing contractors and access control for staff.

RESPONSIBILITIES:

- **Data Entry (Tax Database Project):** Entered and verified data from field survey forms; maintained accuracy and completeness standards; flagged discrepancies for correction; supported build/test cycles for a new local taxation application.
- **Works Liaison (Property Division):** Supervised external maintenance contractors; coordinated work orders, site access, and H&S requirements; tracked spend and progress on projects totalling ~NZD 750k; managed the security card database for 3,000+ staff; handled stakeholder updates and issue resolution.

TOOLS & SKILLS:

Data entry and quality control; Excel and database updates; Document handling and records management; Facilities/works coordination; Budget and progress tracking; Security/access management systems; Stakeholder communication

Web Site, Online Video & UX Designer
Servecast
Dublin, Ireland

08.2004 – 03.2005
Permanent

Worked within Servecast's Technology team at a pioneering Dublin-based streaming media provider. Combined graphic design with UX for the Servecast Enterprise Media Studio platform, designing and building branded online video player templates and maintaining the corporate website from concept to release.

RESPONSIBILITIES:

- Produced UI/visual assets, style guides, and component libraries
- Created wireframes, flows, and specs for Enterprise Media Studio features
- Designed and developed embeddable streaming video player templates for enterprise clients
- Localised and themed players to match brand guidelines and campaign needs
- Maintained and updated the Servecast corporate site (content, layout, landing pages)
- Partnered with engineering to refine requirements, QA front-end, and optimise performance

KEY ACHIEVEMENTS / OUTCOMES:

- Delivered reusable player templates that reduced time-to-launch for client deployments
- Improved feature adoption through clearer UX patterns and in-product guidance
- Elevated brand consistency across client implementations and corporate touchpoints
- Reduced support tickets post-release via better specs, QA checklists, and handover docs

TOOLS & SKILLS:

UX design; Interaction design; Information architecture; Prototyping; Front-end dev (HTML/CSS/JS); Cross-browser QA; Streaming/player UX; Accessibility and performance basics; Adobe Photoshop/Illustrator; Macromedia Flash & ActionScript; Versioning/asset management; Stakeholder collaboration

Web Site Designer
Esat Telecom
Dublin, Ireland

06.1999 – 04.2001
Permanent

Designed, built, and maintained Esat Clear and Ireland Online consumer web properties. Combined UI design, front-end production, and content to support product, marketing, and customer support objectives, including the Esat webmail user interface.

RESPONSIBILITIES:

- Maintained Esat Clear corporate and customer websites (content updates, landing pages, fixes)
- Responded to Marketing requests: promos, banners, campaign pages, and homepage refreshes
- Wrote and designed content for Esat Clear & Ireland Online technical support sites (FAQs, guides)
- Designed UI flows and screens for Esat webmail services
- Ensured cross-browser compatibility, basic accessibility, and performance hygiene
- Coordinated reviews with stakeholders and handled release handovers

KEY ACHIEVEMENTS / OUTCOMES:

- Improved site consistency and speed of updates via reusable page templates and style elements
- Delivered a cleaner, more intuitive webmail UI, aligning with brand and usability guidelines

TOOLS & SKILLS:

HTML, CSS, basic JavaScript; Macromedia Dreamweaver, Adobe Photoshop; Image optimisation; Copywriting and micro copy; Template creation and component reuse; Cross-browser QA; Basic accessibility and performance practices; Stakeholder coordination; Versioning/asset management; Attention to detail and deadline discipline.

Technical Support Agent

Esat Telecom
Dublin, Ireland

12.1998 – 06.1999
Permanent

Early member of the first Esat Clear technical support team established by Esat Telecom for the market launch. Provided frontline phone and email support to consumer internet customers, helped shape support standards, and contributed content for the self-service help site.

RESPONSIBILITIES:

- Troubleshoot dial-up connectivity, email, web, and configuration issues
- Guided customers step-by-step to resolution over the phone
- Logged, triaged, and escalated incidents; tracked patterns for fixes/FAQs
- Contributed to the build of the Esat Clear support site (articles, FAQs, how-tos)
- Participated in pre-launch customer pilots and process testing
- Maintained service quality: SLAs, call notes, feedback to Product/Network teams

KEY ACHIEVEMENTS / OUTCOMES:

- Helped establish first-line support workflows and escalation paths for launch
- Reduced average handle time via clearer scripts and troubleshooting checklists
- Increased first-call resolution by expanding the knowledge base and quick-fix guides
- Improved customer satisfaction through empathetic communication and consistent follow-up

TOOLS & SKILLS:

Windows/Mac basics; dial-up/network settings (TCP/IP, modems, email clients); Ticketing/call-logging tools; Knowledge base authoring; Troubleshooting frameworks; Customer communication and de-escalation; Process documentation; Team collaboration; Attention to detail and service orientation.

Sales Assistant

Person 2 Person Mobile Phones
Dublin, Ireland

10.1997 – 11.1998
Permanent

Frontline sales assistant in a busy multi-store mobile retail chain. Advised consumer and small-business customers on handsets, tariffs, and accessories; activated accounts; supported after-sales and store operations while working to personal and shop KPIs.

RESPONSIBILITIES:

- Served walk-in/phone customers: needs discovery, demos, quotes
- Processed new activations and upgrades across networks; contracts and credit checks
- Set up handsets (SIMs, contacts transfer, basic configuration and tutorials)
- Handled POS transactions, refunds, daily cash-up, and inventory checks
- Created in-store displays, promos, and merchandising; maintained presentation standards

KEY ACHIEVEMENTS / OUTCOMES:

- Met or exceeded monthly targets for activations, ARPU add-ons, and accessories
- Increased attach rates (cases, chargers, insurance) via solution-selling

TOOLS & SKILLS:

POS and activation portals; MS Office basics; handset setup, SIM activation, number-porting basics; customer discovery, objection handling, closing, cross-/up-sell; merchandising, stock counts, cash handling; accuracy, teamwork, and time management.

Office Administrator & General Operative

Viking Dies & Diecutting
Dublin, Ireland

07.1992 – 10.1997
Permanent

Dual office-and-shop-floor role in a fabrication SME serving the print/packaging sector. Computerised the office accounts, handled day-to-day admin and bookkeeping, supported die-making/die-cutting operations, and managed client deliveries.

RESPONSIBILITIES:

- Front office admin: reception, correspondence, job cards, scheduling
- Computerised accounts; set up invoicing, statements, and debtor tracking
- Bookkeeping: AP/AR, bank reconciliations, payroll prep, VAT support
- Production support: material prep, press setup assistance, packing and QC checks
- Inventory control and reorder points for consumables and tooling
- Logistics: route planning and on-time deliveries; basic client liaison

KEY ACHIEVEMENTS / OUTCOMES:

- Implemented first digital accounting workflow, speeding month-end close and improving accuracy
- Improved cashflow via timely billing and structured reminders
- Helped increase throughput during peak periods by flexing across admin and production

TOOLS & SKILLS:

MS Office (Word, Excel); SME accounting software; filing and records management; invoicing, AP/AR, bank recs, payroll prep, VAT basics; job ticketing and inventory control; basic machine/production support