

Traolach Ó FLOINN

EXPERIENCED & VERSATILE PROFESSIONAL
OPERATIONS • PROJECTS • ANALYST • DIGITAL • CUSTOMER SUPPORT

PROFILE

Experienced professional with a strong international background, including roles in large corporations and smaller organisations. Proven ability to adapt to diverse environments and contribute effectively to teams. Experience supporting business and retail clientele. Holds an honours degree in Management, Project Management certification, and is pursuing an MA in International Affairs. Native English speaker with intermediate French proficiency.

PROFESSIONAL EXPERIENCE

Business Owner | Self-Employed

March 2023 to Present

LAZORAMA, Savoie, France

www.lazorama.com

- + Established a small product manufacturing business selling gifts and business marketing products
- + Developed e-commerce web sites using the Woo Commerce & Shopify
- + Supported customer queries, sales and support

Principal Optimisation Analyst | Permanent

July 2018 to February 2023

GEN DIGITAL, Savoie, France

www.gendigital.com

- + Analyst on E-commerce team, supporting stakeholders with growth optimisation testing on web sites
- + Managed project requests from concept to completion in an agile environment
- + Provided critical insights & analysis to stakeholders

Catalogue Manager | Contractor

November 2014 to June 2018

MICROSOFT / CPL SOLUTIONS, Dublin, Ireland

www.microsoft.com

- + Executed online catalogue setup for the Microsoft Digital Stores team
- + Member of Global Projects Team supporting global product launch launches
- + Supported the launch of Microsoft's internally developed e-commerce CMS platform

Principal Online Program Specialist | Permanent

March 2012 to November 2014

SYMANTEC CORPORATION, Dublin, Ireland

www.symantec.com

- + Developer of A/B test campaigns for global E-commerce Partnerships Team
- + Assigned to Optimisation Team to support design & development of optimisation projects
- + Supported stakeholders with growth initiatives on acquisition and retention business channels

Project & Operations Manager | Permanent

July 2010 to March 2012

THINKSCAPE, Dublin, Ireland

- + Partner in digital agency business, providing web site design and development services
- + Provided client facing sales and support for business operations
- + Project managed requests from concept to go-live

Team Supervisor | Permanent

February 2007 to July 2010

SYMANTEC CORPORATION, Dublin, Ireland

www.symantec.com

- + Supervised a team of web site producers for online sales operations team
- + Managed workloads and provided annual reviews of team members
- + Supported business teams with sales and marketing project requests, product launches etc.

Online Project Co-ordinator | Permanent

August 2005 to January 2007

SYMANTEC CORPORATION, Dublin, Ireland

www.symantec.com

- + Supported project execution on Symantec's global online store web sites
- + Product setup and pricing management for product catalogue
- + Web production and product launch support



- + Native English Speaker
- + Intermediate French
- + Operations Experience
- + Team Lead Experience
- + PM Certified (IPMA)



hello@traolach.com



March 1975



Irish



B – Vehicle Driver's Licence



traolach.com
linkedin.com/in/traolach

Professional Experience:

My full employment history can be found at traolach.com

Professional experience prior to 2005:

2004-2005
WORKS LIAISON MANAGER
Auckland City Council, New Zealand

2001-2004
UX DESIGNER
Servecast, Dublin, Ireland

1999-2001
WEB SITE DESIGNER
Esat Telecom, Dublin, Ireland

1998-1999
TECHNICAL SUPPORT AGENT
Esat Telecom, Dublin, Ireland

1997-1998
SALES ASSISTANT
Person 2 Person, Dublin, Ireland

1992-1997
OFFICE ADMINISTRATOR
Viking Dies & Diecutting, Dublin, Ireland

My complete work experience can be found at traolach.com or [linkedin.com/in/traolach](https://www.linkedin.com/in/traolach)

EDUCATION

Master's in International Affairs (MA)
King's College London

November 2023 to Present
Distance Learning
www.kcl.ac.uk

Pursuing a part-time Master's in International Affairs with a specialisation in Cybersecurity, expected completion in 2026. Coursework encompasses International Relations, Strategy, Global and Regional Security, and Cybersecurity, providing a comprehensive foundation in contemporary international challenges and cyber strategies.

Bachelor of Arts in Management (Honours) / BAC+3
Institute of Public Administration (IPA)

Graduated November 2006
Dublin, Ireland
www.ipa.ie

Earned a 4-year BA in Management from the National University of Ireland, through the Institute of Public Administration. This program provided a comprehensive foundation in management for both commercial and non-commercial environments, with coursework in Management, Marketing, Commercial Law, Economics, European Studies, Strategic Management, and Organisational Management.

Leaving Certificate (High School / Second Level Diploma)
Coolmine Community School

Graduated August 1992
Dublin, Ireland
www.coolminecs.ie

Achieved the Leaving Certificate in August 1992 after 5 years at Coolmine Community School. Final examination subjects included Mathematics, English, Irish, French, Accountancy, Geography, and Technical Drawing.

Note: The Leaving Certificate is equivalent to the Baccalauréat (France), Matura (Switzerland), A-Level (UK), and High School Diploma (US).

CERTIFICATES, TRAINING

- + **IPMA Level D Certified Agile Associate** (International Project Management Association)
- + **Certified in Agile Project Management** (Institute of Project Management, Ireland)
- + **Intermediate French Proficiency – TCF TP Certification** (Ministry for National Education, France)
- + **Google Analytics Certified**
- + **Google Ads Search Certified**

LANGUAGES

English

Fluent: Native speaker

French

Intermediate: TCF-TP certified in France

INTERESTS

- Cycling
- Going to the gym
- Learning piano
- Learning French
- Politics & international affairs
- Wood crafts

References & Supporting Documentation:

Employer references and supporting documents are available upon request. Please contact me at hello@traolach.com

Skills:

- Customer Experience
- Sales and Support
- Business Startup
- Analyst
- Project Management
- Programme Specialist
- Agile Scrum and Kanban
- E-commerce
- Web Site Production
- HTML / CSS
- Conversion Rate Optimisation
- A/B Testing
- User Experience

Software / Application Experience:

- Adobe Analytics
- Google Analytics
- Quantum Metric
- Adobe Target
- Adobe Photoshop
- Microsoft Excel, Office etc.
- Jira
- Content Management Systems
- WordPress
- Drupal
- Woo Commerce
- Shopify
- LightBurn Laser Software