

JEREMIAH JOSE

Marketing & Business Development Manager

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PERSONAL PROFILE

Results-driven marketing and business development professional with over five years of progressive experience across travel, technology, and tourism sectors with proven ability to design and execute integrated marketing strategies, build long-term client relationships, and lead high-performing teams. Combines strong analytical thinking with creative campaign execution to drive sustainable business growth and enhanced brand value.

WORK EXPERIENCE

Marketing and Business Development Lead | Digitrell February 2025 – July 2025

- Develop and execute integrated digital marketing campaigns to boost SaaS brand awareness across Europe.
- Analyze market trends and competitor activities to refine regional marketing strategies.
- Collaborate with teams to create localized, compelling content and messaging.
- Identify, research, and prioritize new market opportunities in targeted European regions.
- Forge strategic partnerships with channel partners, resellers, and industry influencers.
- Manage the sales pipeline and convert high-quality leads into revenue opportunities.
- Lead high-level negotiations and close enterprise deals effectively.

Marketing Director | Discover Paradise August 2023 – November 2024

- Developed and implemented the company's strategic vision, aligning with industry trends and identifying new market opportunities, partnerships, and product lines.
- Led end-to-end marketing campaigns, SEO strategies, and promotional activities, achieving measurable improvements in online visibility and customer acquisition.
- Managed departmental budgets, optimised revenue streams, and refined pricing strategies to ensure financial stability and profitability.
- Oversaw daily operations and workforce scheduling across departments, maintaining high service standards and customer satisfaction.
- Built and maintained strategic partnerships with government bodies, travel agents, and local businesses to expand market presence.
- Implemented customer feedback systems and complaint resolution processes, resulting in improved service quality and retention rates.

Senior Business Development Specialist | Horizon Technologies February 2020 – December 2021

- Developed and maintained strong relationships with clients, investors, and partners, leveraging market research to identify and pursue new business opportunities.
- Led sales initiatives and managed business development teams, providing training and coaching to improve performance and achieve revenue targets.
- Contributed to product development, market positioning, and the creation of compelling, unique selling propositions (USPs) informed by market trends.
- Prepared detailed quotations and proposals based on client requirements, development timelines, and outsourced resources.
- Collaborated with sales and marketing teams to build a cohesive business development function aligned with company objectives.

Tour Executive | Magic Moment Holidays August 2019 – January 2020

- Organised comprehensive end-to-end travel arrangements, including flights, accommodation, car hire, and tailored itineraries.
- Promoted and sold tour packages through targeted marketing strategies and client engagement activities.

- Delivered high-quality customer service, resolving complaints and managing refund processes efficiently.
- Maintained accurate financial records and service delivery documentation.

EDUCATION

MSc Digital Marketing | Berlin School of Business and Innovation, Berlin, Germany

Affiliated to University of the Creative Arts, Farnham, United Kingdom | September 2022 – April 2024

- Key Subjects: Marketing Management, Strategic Marketing, Project Management, Consumer Behaviour, Cross-Cultural Management, Global Marketing Management.

KEY SKILLS

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| • Marketing Strategy & Innovation | • Performance Marketing & SEO |
| • Business Development (B2B & B2C) | • Digital Advertising & PPC |
| • Client Relationship Management | • Google Analytics & Data Analysis |
| • Leadership & Team Management | • SaaS Platforms |
| • Budget & Revenue Optimisation | • Proposal & Quotation Management |
| • Cross-Cultural Communication | • Strategic & Critical Thinking |

PROFESSIONAL CERTIFICATIONS

- Digital Marketing ProSuite: Five Essentials – BSBI Berlin, Germany
- Digital Advertising Fundamentals
- Search Engine Optimisation (SEO) & Advanced SEO
- Google Analytics Certification
- PPC (Pay-Per-Click) Advertising

RESEARCH & ACADEMIC PROJECTS

- Dissertation: 'Pinnacle of Success – An All-Inclusive Entrepreneur's Guide to Digital Marketing'
- Strategic Marketing Plan for Mercedes-Benz (Digital Marketing Communications)
- Strategic Management Research Report – PETRONAS
- Project Management Research – Indulekha (Project Management & Leadership)
- Marketing Strategy for Foreign Markets (Global Marketing Management)
- Digitalisation of Business at ASUSTeK (Consumer Behaviour Management)
- Critical Analysis of Multinational Project Groups and Political Issues (Cross-Cultural Management)