Brian Griffin

My background is in graphic design, marketing and most recently website management. Moving across to UX Research now as I really enjoyed this element of previous projects. I'm coming back from a gap year, I've had a good break now and I'm really looking forward to this next change.

EXPERIENCE

Fenergo (SaaS), Dublin – Website Manager

OCT 2021 - AUG 2024

Led the redesign project including 6 departments including the C Level team. Made the business case for, and PM'd the movement away from an out-of-date website platform to Webflow. The website is now easy, quick and cheap to edit, future-proofing the capability of the website. *Results below.*

AutoEntry (SaaS), Dublin – Digital Marketing Manager

JAN 2019 - SEP 2021

Made key decisions regarding data resulting in better data and a move from the existing digital agency. Made the business case for, and managed the redesign of the website. Concept, design & Build of a training portal for new users. *Results below.*

Scorebuddy (SaaS), Dublin – *Marketing Executive*

JUL 2015 - DEC 2018

Implementation of Hubspot; Hubspot unlocked all sorts of sales & marketing data completely changing how the sales team worked. Managed agency that redesigned the website. Concept, design & build of the login screen making it a primary channel of comms with users. *Results below.*

Other Relevant Experience

2013 – 2015. CPL, Digital Marketing Executive
2012 – 2013. Internships with GSK & Marketing Institute
2010 – 2012. Moved to Vancouver (redundancy from IBM)
2007 – 2010. IBM, Proposals Specialist & Intranet Developer
2006 – 2007. Euro RSCG (Ad agency) – Graphic Designer

CONTACT

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EDUCATION

Accessibility Design
Provider: UX Institute
Date: Apr – Jun 2025
Grade: Distinction

User Interface Design
Provider: UX Institute
Date: Dec 2024 – May 2025
Grade: Distinction

Artificial Intelligence for Business
Provider: UCD Academy
Date: Dec 2024 – May 2025
Grade: Distinction

User Experience Research
Provider: UCD Academy
Date: Nov 2022 – Mar 2023
Grade: Distinction

MSc Dig Marketing & Analytics
Provider: TU Dublin
Date: Oct 2014 – May 2016
Grade: 2.1

Dip Digital Marketing
Provider: Marketing Institute
Date: Jan 2012 – Jun 2012
Grade: Distinction

SOFTWARE

Figma, Adobe Illustrator, Adobe Photoshop, Monday.com & Asana, Intercom & Drift, Hubspot, Pardot & Marketo, MS Office & G Suite. Other proprietary software also.

PROJECTS

Training Portal — *AutoEntry*

Traffic & subscriptions were on the increase, but we learned that larger accounts weren't giving the free-trial a proper test and were churning way too quickly.

My suggestion was to "get them to do one thing". The training portal was the result and the success team were able to track which accounts were active, and which accounts needed some prompting.

- Designed and built a working prototype (in Pardot)
- Testing phase for data collection was a success
- Success team built out how they wanted the data to look in Salesforce
- **15% increase in engagement from key accounts**
- **8% increase in subscriptions**
- **Early indications were that 35% of these stayed with us.**

Website Redesign — *AutoEntry*

The current website was outdated in terms of design, architecture and the messaging was outdated.

- Made the business case for a redesign
- Led the project recruiting an internal team as well as the agency
- **2% increase in traffic (Industry standard is 1.5%)**
- **9% increase in conversions (Free trial signups)**

Login Screen Build — *Scorebuddy*

The login screen consisted of only a form. I developed this into a space for maintenance messages as well as promoting marketing events. This became the primary channel to reach users as is still in use today.

- Made the business case
- Designed and build a few templates
- Worked with the tech team to implement
- Immediate response to marketing promotions
- Significant drop in messages regarding outages, users knew when they were happening and were able to plan around this

SOFT SKILLS

Stakeholder management, Agency management, Presenting to small and large teams, Creative, Personable, Empathetic