**Neville Murphy**

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**Professional Summary**

* 15+ years marketing and sales experience, including PR, sponsorship and event management
* Gained expertise across multiple sectors – retail, professional services, charity and sport
* Excellent leadership skills. Led teams of 10 staff, and controlled significant budgets
* Pivotal role in developing two start-up ventures from zero to six figures
* Fundraising, Events and PR Manager (voluntary) for Bernard Dunne Charities. Raised €300k+ since 2009
* Principal negotiator to introduce Ryder Cup Ltd to Italian Clothing Giant Canali for Ryder Cup 2006
* Landed and managed major sponsorship deals with key brands, including AIB, Deloitte and BGW Foods
* Developed an black book of key contacts, including Brian O’Driscoll, Paul McGrath, U2, Brendan O’Carroll

**Career History**

**Jun 10 – Date Friends of Dublin Football Event & Sponsorship Manager/Founder**

* Pivotal role in the formation of Friends of Dublin Football Association
* Raised six figure annual sums for Dublin Senior Football Team development, training and player welfare
* Devised and led fundraising events for up to 2,000 guests (Leopardstown, Carton House, Shelbourne Park)
* Recruited guest speakers: Ryder Cup Winning Captain Paul McGinley, Packie Bonner and Brian O’Driscoll
* Host and MC at match day hospitality in Croke Park (100 corporate guests)
* Agreed budgets, event themes and programmes
* Devised strategic sponsorship plan to secured event sponsorship – AIB, BWG Foods, PWC, Deloitte
* Designed current branding and merchandise
* Determined and executed PR and communication strategy, in association with DCB press officer
* Oversaw for digital and printed material, advertising, pre and post event for each event
* Negotiated agreements with service providers and subcontractors. Sourced venues and entertainment

**Jun 16 – Date Nitro Sports Account/Brand Manager**

* Developed brand identity to grow market share by 100%
* Delivered €0.2m within a new market segment in 12 months
* Mediated between brands and sponsors. Negotiated licensing opportunities with Croke Park
* Managed key accounts including TCD, DIT, National College of Ireland, Dublin GAA, Basketball Ireland

**Sept 13 – Jun 16 MD Sports / Myclubshop.ie Sales and Marketing Manager**

* Hired to establish a start-up sports equipment company. Established MD Sports as recognized brand
* Instrumental in growing annual revenue from zero to €0.4m
* Oversaw retail, both B2B and online
* Negotiated to successfully break monopoly with introduction of only the 2nd licensed football in GAA
* Secured sponsor branding on footballs for Allianz Leagues from 2016 onwards
* Managed sponsorship of key events: National Poc Fada, GAA Inter Provincial Series
* Relationship managed key accounts: Dublin GAA, Kerry GAA, University of Limerick, DCU, Kilmacud Crokes

**Jan 03 – Aug 13 Louis Copeland & Sons Assistant Manager**

* Pivotal role is doubling turnover at the flagship store
* Led a team of 10 sales consultants
* Appointed to the group leadership team in 2006. Influenced strategy for €15m turnover business
* Managed marketing communications for the group including social media, press and radio adverts
* Principal negotiator to introduce Ryder Cup Ltd to Italian Clothing Giant Canali for the Ryder Cup 2006
* Part of leadership team that agreed sponsorship deal with Major Golf Winner Graeme McDowell
* Managed relationships with public figures and companies: U2, FAI, Conor McGregor, Arthur Cox Solicitors, Bernard Dunne, RTE, TV3, Dublin Senior Football Team, Aer Lingus, DAA
* Responsible for annual business reports for International Menswear Group
* Key member of LouisCopeland.com website development team
* Part of "The Experts" panel – established by Stylist Lisa Fitzpatrick, to present to corporate clients. Panel included Rosanna Davidson, Karl Henry, Louis Copeland, John Healy and Ryan Tubridy

**Relevant Voluntary Experience**

**Jan 09 – Date Bernard Dunne Charities Fundraising, Events and PR Manager**

* Led successful fundraising campaigns to generate €300k+ (significant during recessionary times)
* Supported key benefactors: Pieta House, IMNDA, Make A Wish Foundation, Irish Dogs for the Disabled
* Managed media, PR and communications – secured four page colour spread in Irish Times
* Sourced key sponsors – BWG Foods, O’Neill’s, Daily Star, 98FM
* Managed marketing (digital, traditional and social media)
* Oversaw event management - sourced venues, suppliers and entertainment

**Sept 12 – Dec 15 Legacy Consultants Senior Consultant**

* Consultancy firm headed by Dublin Gaelic Footballers Bernard Brogan and James Brogan
* Relationship managed key accounts: Volkswagen, BWG Foods/Spar Ireland, Jurys/Doyle Collection

**Qualifications**

2017 Fitzwilliam Institute Diploma in Marketing (Advertising, Marketing, PR, E-Commerce)

2008 Professional Development Ltd Presentation Skills & Public Speaking

2007 Professional Development Ltd Influencing Skills & Personal Impact Course

1991 Coláiste Phadraig CBS Leaving Certificate

**Referees**

Jim Gavin Manager Dublin Senior Football Manager

Louis Copeland Owner/Managing Director Louis Copeland & Sons

Bernard Brogan Commercial Director Legacy Sports & Entertainment Consultants