

# Niamh Kelly

Junior Charity Fundraiser

Galway, Ireland

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Marketing and communications graduate from NUI Galway with a passion for the charity sector. Completed a **5-month placement** at the Irish Cancer Society, helping to raise **€48,000** through community fundraising events. Experienced in event coordination, social media campaigns, and donor communication.

## Experience

**Fundraising Intern**, Irish Cancer Society, Dublin

Jun 2024 – Oct 2024

Supported the community fundraising team during the peak autumn campaign period.

- Coordinated logistics for **8 community fundraising events** across Leinster, raising a combined **€48,000**
- Managed donor follow-up communications for **350 individual donors** using Salesforce CRM
- Created social media content for **3 campaigns** that generated **12,000 engagements** across Instagram and Facebook
- Recruited and briefed **45 event-day volunteers** across all 8 events

**Retail Sales Assistant**, Penneys (Primark), Galway

Sep 2022 – May 2024

Part-time shop floor and till role at the Eyre Square store.

- Served an average of **55 customers per shift** during weekends and holidays
- Trained **3 new team members** on visual merchandising and stock replenishment

## Education

**BA (Hons) Marketing and Communications in Marketing and Communications**, University of Galway, Galway

Sep 2022 – Jun 2025

2:1 (65%). Dissertation on the effectiveness of peer-to-peer fundraising in Irish charities, analysing data from 5 organisations. Modules included Digital Marketing, Public Relations, and Nonprofit Management.

## Skills

Event Coordination • Salesforce CRM • Social Media Marketing • Donor Communication • Volunteer Management • Campaign Planning • Content Creation • Budget Management

## Certifications

**Google Digital Marketing Certificate**, Google

Mar 2024

## Languages

English - Native • Irish - Conversational

## Projects

**RAG Week Fundraising Campaign**

Feb 2024 – Feb 2024

Led a team of **8 volunteers** for the university RAG Week, organising **5 events** that raised **€6,200** for Galway Simon Community.

## Extra Curricular Activity

**University of Galway Volunteer Centre**

Sep 2022 – Jun 2025

Regular volunteer with **150+ hours logged** over 3 years, working with local homeless support services and food banks.