



**Michelle
Donnelly**

**Digital and Marketing
Manager**

Introduce yourself. Where do you work? What is your job role?

My name is Michelle Donnelly, and I am the Digital and Marketing Manager at Bassetts.

What does your job entail?

I am responsible for directing and managing the marketing function of Bassetts, driving the strategic direction of all marketing operations that affect the whole organisation, including the formulation and implementation of the marketing strategy. Specifically, I oversee brand profiling, project management, campaign management, event planning, digital marketing, and public relations.

How did you get into this line of work?

My interest in marketing began during my academic years. When I was 21 and still in university, I worked part-time as a market analyst for the Financial Times. I then advanced to positions in digital marketing and embraced the transition from print to digital media, which led me to digital consultancy.

Outline your career to date

After working as a market analyst, I became a marketing assistant for the Ulster Orchestra, which gave me a good understanding of the world of public relations and events. At the time, social media was not a major player in the marketing sphere, and the key skill sets of marketers were primarily copywriting. However, I embraced the digital change and was recruited as a Digital Marketing Consultant for Purple Dot, a digital marketing agency. There, I assisted numerous Northern Ireland firms to build an online presence and digital strategy. I then oversaw the Sales and Marketing function for an Irish hotel group before becoming the Digital and Marketing Manager at Bassetts.

Tell us about your qualifications and training

After my A-levels, I left St Joseph's Grammar in Donaghmore to study Marketing for four years at the University of Ulster. I hold a 2:1 BSc (Hons) in Marketing. I am also Google certified.

What qualities are required for your job – personal and professional?

Strong communication skills and building relationships across the business are key to my role. It is also important to have superior consumer skills, commerciality, and leadership skills. In my role, the ability to prioritize and contribute to multiple projects is essential. Marketing involves working with ideas and improving them to reach new and existing customers, so having a creative side really pays off. Good analytical and critical thinking skills to review marketing's impact and adjust it accordingly are a must.

What is the best advice you have ever received?

Put the effort in, get the effort out

What do you like to do in your spare time?

Now and then, we all need to disconnect from reality and escape. Travel is the best way to do this. Travelling has been a big part of my life, and I am always thinking about new places to visit. I have been fortunate to visit some beautiful parts of the world.

Tell us an interesting fact about yourself?

I have appeared on a popular TV gameshow – saying no more.

Who has inspired you most in your life?

I have always had a hunger for working hard and keeping busy, probably because it's something I grew up with. I have an amazingly supportive family and friends' network who are all very hard-working, so that's been a big help in shaping my ambitious nature.

What advice would you give your 16-year-old self?

Read more, a strong vocabulary will never work against you in any situation.