

Contact

www.linkedin.com/in/clare-a-kennedy (LinkedIn)

Top Skills

Social Media

Teamwork

Microsoft Office

Honors-Awards

'Ireland's Best Young Entrepreneur'

The Royal Roads University
International Undergraduate Case
Competition (RRUIUCC) 2015

Irish Powerlifting

Publications

The Ideal Length Of Everything
Online

Becoming a digital agent

The dark side of social

Video will grow your business

Clare Ann Kennedy

Leading Growth Marketer - Startup Advisor - Founder
Lisbon, Portugal

Summary

I come from a digital marketing background leading growth for high potential startups built by founding members of Facebook, Airbnb, and ClassPass among others.

I have led marketing for a leading App with over 40m downloads. I have grown 2.5m users, helped raise \$120m, and have been featured in Forbes and a number of other major media publications.

I am drawn to technology based startups or emerging tech. I have worked with multiple different startups around the world specialising in growth. Either building out their marketing team or scaling any other efforts.

As well as focusing on growth marketing, I am heavily involved in the startup community having founded my own agency, DAO based incubator and I was also a director of the Founder Institute in Prague. I am familiar with and thrive in a startup setting.

It is important to have someone on your team that understands what it is like to work efficiently, autonomously, with smaller teams, varying budget sizes and not afraid to step outside of their specific tasks to push forward.

Experience

Ontology

Growth Lead EMEA

June 2023 - Present (1 year 8 months)

Ontology is building the infrastructure to provide trusted access to Web3, allowing individuals and enterprises to rest assured that through regulatory compliant digital identity solutions, users and their privacy come first.

Disrupt Digital

Co-Founder & Digital Marketing Manager

January 2014 - Present (11 years 1 month)

Sandyford

Disrupt Digital is a digital marketing and growth agency that is focused on helping high potential tech startups scale their businesses through a unique approach to digital marketing.

We have created a strong global team with experience in areas such as AI, Healthtech & Blockchain.

As Digital Marketing Manager, I am fortunate to work closely with our team to oversee;

- Content creation for multiple platforms
- Managing existing campaigns or developing entirely new campaigns (data analysis)
- Strategy Development
- Implementation and management of Google Analytics/Adwords etc
- SEO audit

the female factor

Business Mentor

October 2019 - Present (5 years 4 months)

Austria

Baloota Apps

5 years 1 month

Advisor

July 2021 - Present (3 years 7 months)

Head Of Marketing

January 2020 - July 2021 (1 year 7 months)

I was involved in managing various areas of the company, which included team growth, overseeing app store optimisation strategies, creating and implementing content marketing strategies as well as paid ads campaigns.

Each area requires knowledge of design and creative assets in order to work closely with designers in creating screens for ASO or images for Facebooks ads.

I also have the ability to build automated and scalable growth solutions to drive revenue, new users and brand awareness.

YellowHeart

Marketing Director

June 2022 - August 2023 (1 year 3 months)

Third Act digital

Head of Growth/Marketing

June 2021 - May 2022 (1 year)

Third Act is your marketplace dedicated to theatre NFTs. We believe in a future where theatre is enhanced by tech, not eaten up by it. Third Act exists to integrate the technologies of the future, with this historic art form.

Combining both analytical and creative abilities, I am a data-driven person that can use technology to build and manage a comprehensive marketing plan, while at the same time leveraging a keen eye for design to ensure our brand is special.

CzechInvest

Business Mentor

March 2019 - May 2022 (3 years 3 months)

Prague, The Capital, Czech Republic

Founder Institute Prague

Director

2018 - May 2022 (4 years)

Prague, The Capital, Czech Republic

After a successful first semester we are now recruiting for semester 2!

-Are you a startup or are you in the 'idea stage'?

-Would you like to become a Mentor?

We connect, support and scale every startup we work with.

PragueDAO Incubator

Founder

May 2019 - February 2020 (10 months)

The first example is a 'Physical DAO' (decentralized autonomous organization). We began by supporting high-potential tech startups in the Prague ecosystem.

We are in the process of developing the same community using an online platform.

Department of Jobs, Enterprise & Innovation

Best Young Entrepreneur 2014

June 2014 - October 2014 (5 months)

Wicklow, Ireland

Mobile App pitched for the Department of Enterprise competition:

'Ireland's Best Young Entrepreneur' 2014

Winner in the 'Best New Idea' category.

Received €10,000 in funding to develop the idea further.

Education

Technological University Dublin

Bachelor Degree in Business and Management · (2012 - 2015)

Royal Roads University

The Royal Roads University International Undergraduate Case Competition (RRUIUCC) · (2015 - 2015)

Czech University of Life Sciences Prague

Economics · (2013 - 2014)