

Thomas O'Kane

Business Partnering Officer

Coventry, United Kingdom | [LinkedIn](#)

BA Marketing graduate currently working as a Business Partnering Officer at De Montfort University, supporting strategic marketing, recruitment and engagement activity across the institution.

With experience spanning higher education, brand management and digital marketing, I specialise in developing data-led marketing strategies, improving customer journeys and delivering campaigns that connect audiences with opportunities.

My background includes course marketing, CRM communications, digital optimisation, market research, content development and stakeholder engagement.

Throughout my career, I have continued to develop my professional expertise through industry-recognised qualifications, including the CIM Level 4 Certificate in Digital Marketing, CIM Level 6 Diploma in Professional Marketing, and the MRS Certificate in Market and Social Research.

I am passionate about using insight, creativity and collaboration to deliver impactful marketing solutions that support organisational growth and audience engagement.

EXPERIENCE

Business Partnering Officer

De Montfort University

Sep 2024 — Present
Leicester, England, United Kingdom

Marketing Executive

University of Warwick

Aug 2023 — Jul 2024
Coventry, England, United Kingdom

Assistant Brand Manager

Vision Express

Nov 2022 — Mar 2023
Nottingham, England, United Kingdom

Marketing Assistant

Boots UK

I worked in the Boots own brand team helping out on various marketing campaigns for Health, Skincare and Cosmetics. I then moved into the Value team helping to promote the large value range we have on offer at Boots through organising paid media.

E-Commerce and Marketplace assistant

Gossard

I worked across five different clothing brands which were lingerie and hosiery brands Gossard, Pretty Polly, Berlei, and Aristoc. I also worked on Children's footwear brand Chipmunks. In my role I worked across all of their social media platforms, affiliate marketing and recruited organic and paid influencers for the brands. I also supported the management / optimisation of content across web and mobile for all of the brands through their CMS systems.

Country Marketing Manager

caseable

Ten month Marketing placement based in Berlin. My role was a country marketing manager which involved organising and planning content for caseables social media which included Twitter, Facebook and Pinterest for the UK & US markets. I also recruited and liaised with various paid and organic social media influencers to promote our brand.

EDUCATION

Nottingham Business School, Nottingham Trent University

Bachelor of Arts (B.A.) in Marketing with a Year in Industry

Grade: 2.1

Jan 2016 — Jan 2020

CERTIFICATIONS

CIM Level 6 Award in Digital Strategy, CIM | The Chartered Institute of Marketing

Apr 2020

CIM Level 4 Award in Digital Marketing, CIM | The Chartered Institute of Marketing

Jul 2018

MRS Certificate in Market and Social Research, Market Research Society (MRS)

Jul 2018

SKILLS

Microsoft Office · Customer Service · Microsoft Excel · Microsoft Word · Microsoft PowerPoint · Social Media · Marketing · Adobe Photoshop · English · SPSS · Teamwork · HootSuite · Intermediate German