

Desmond Mulholland



Mulholland Social

I am Des Mulholland, an experienced Management/Social Media/Marketing Consultant with a proven track record of success in the retail, construction, manufacturing and hospitality market sectors. Providing high-level business development and management control to build consistently improved business performance. Strategic and analytical, flexible and able to influence at all levels.

A strong, pro-active leader, empowering staff to take ownership, providing coaching, training and mentoring to build cohesive teams working together to achieve individual targets and company objectives. Results orientated and customer focused, with excellent relationship management skills.

Experienced in representing businesses at local and national level by building strong relationships with stakeholders, identifying commercial opportunities and increasing income streams. Excellent commercial acumen, communication and negotiation skills, enabling strong channels of liaison in public and private sectors.

Areas of Expertise

Set up my own Social Media Consultancy business to offer strategic advice and support to multiple businesses to help them navigate the world of Paid and Organic Social Media. Received Approved Facebook Marketing Partner status in 2019 for exemplar work across the paid campaign structures of the Facebook suite of platforms. Currently advertising into local and international markets for multiple clients. I specialise in paid social media campaigns across all subject areas, with a special interest in E-commerce, Recruitment and the financial sector

Experience to Date (sample reference projects)

- Providing Social Media webinar training (Creative Vision Programme, Ards Borough Council) to a group of SME craft businesses in the form of 1-hour workshops. These workshops were designed to inform small business how to maximise their potential with the use of “mobile first” strategies when it comes to their organic and paid social media content
- A mentoring project for the 7 “Tarasis” businesses, supported by Invest NI. The 7 businesses vary in size, scope and sector. The main focus of the mentoring was to develop Social Media strategies (Paid and Organic) for all businesses especially as they were at different stages of their development
- A mentoring project for 2 businesses (Givan’s Irish Linen), supported by Invest NI. The 2 businesses required mentoring to develop online sales to a more B2C customer.
- Developed the National Trusts (NI) Retail offering across 10 sites for a period of 3 years (Part Time). This included the launch of the Retail offering at the Giants Causeway. Provided full consultancy support to all the General Managers of the individual properties and direct training / advice to the Retail Managers at each site .
- Strategic Business Planning for €4.5m turnover 10 Branch Chain of Take-away outlets. This resulted in a Sales increase of 4.5% on average per year, for a period of three years.