TOM SCALLY

Curriculum Vitae

Address | 10 Comrie Street
Glasgow, G32 9TU
United Kingdom

Contact | thomas.scally@outlook.com
+44 7874322306

PERSONAL STATEMENT

I am a perfectionist. Every project or task I undertake is completed to the highest possible standard and with the utmost care and attention to detail. I have a passion for sports and the promotion of a healthy and active lifestyle pertaining to my current term-time employment as a Sports Coach in the discipline of Swimming. I possess exemplary communication and team work skills. My demonstration of these skills culminated in being selected as 1 of only 10 students in Scotland to fly to Houston, Texas, USA for a Learning Experience with NASA. I am a natural leader, adventure seeker and avid explorer. I have the ability to relate to highly diverse groups of people and am able to gain a detailed understanding of their individual needs and wants, reinforced during my recent consultancy project for Luss Estates Company which resulted in being awarded the Class Prize for 2nd Year Marketing at Strathclyde University. I enjoy new challenges and have the ability to quickly adapt to new environments as evidenced through my Internship with Groupe Lactalis in which I had to relocate several times throughout the placement. I am a highly motivated individual, immensely enthusiastic and always strive towards excellence.

WORK EXPERIENCE

SUMMER 2019

Strathclyde Business School
Research Consultant

Working alongside Professor Alan Wilson and Dr Aliakbar Jafari, a research project will be conducted to examine the application of digital marketing within the UK Higher Education sector. The aim being to attract a greater number of PhD applicants to Strathclyde Business School. The project will involve benchmarking, and environmental analysis prior to the drafting and presentation of a digital marketing strategy focused on the KPI of PhD Applicants.

SEPTEMBER 2018 - PRESENT

Glasgow International Swim Meet
Marketing Director

Responsible for shaping the overall strategic direction of the Glasgow International Swim Meet and the presentation of this within a Strategic Marketing Plan (2019-2021).
Led the Marketing Team of 4 people in a variety of roles spanning Customer Experience, Digital and Integrated Communications, Media & PR.
Responsible for widening revenue streams within the swimming events market which included the formation of relationships with corporate partners. and sponsors.

DECEMBER 2018 - PRESENT

University of Strathclyde
Ambassador

Work closely with the Recruitment & International Office on campus to facilitate a number of events throughout the academic calendar:
> University Open Days - responsible for attracting prospective students to study at the university.
> Campus Tours - delivered to corporate partners and other visitors to the university.
> Applicant Days - providing a deeper understanding of student life at the university.
Presented to 700 undergraduate applicants regarding the benefits of studying at Strathclyde.

SUMMER 2018

Lactalis Groupe
CEO Shadow

Led a team of international stagiaires to complete all preliminary research and analysis for the launch of Président Cheddar to 70 countries worldwide.
Provided marketing strategy and support for Orkney SKU development, taking a lead role on the pack design and implementing consistent branding throughout the product range.
Shadowed CEO, Mark Taylor, gaining insights into the day-to-day role of a CEO and Board Member of a Multinational Corporation.

APRIL 2018 - SEPTEMBER 2018

Glasgow International Swim Meet
Volunteer (Marketing)

Developed a full brand identity for the international event as means of differentiation.
Integrated the core brand values into the event production and communicated closely with merchandising and other partners to provide consistency throughout the event planning phases.
Implemented a digital marketing strategy and provided live social media coverage throughout the event. Provided full marketing support during the event.

AUGUST 2017 - APRIL 2019

Glasgow Life
Lifeguard

An alternative role within the Glasgow Life company, which carries a legal responsibility and duty of care for the safety of all swimmers.
Required a clear focus on service delivery tactics from the perspective of a front-line employee.
Attempts made to close service gaps observed within the venues with success observed through improved levels of customer satisfaction.
Requirement of excellent customer service skills, handling a range of queries and concerns.

SUMMER 2017

Lactalis Groupe
Export Marketing Intern

Initiated and delivered 2 projects within a 14-week period and presented findings to the UK Board:
> Milk Procurement Analysis with an aim of improving factory cheese yields through the procurement of higher quality milk and the incentivisation of farmers to achieve this.
> Analysis and insights of the cheddar cheese market in China with the development of a suggested International Market Penetration Plan with inclusive Digital Marketing Strategy.

JUNE 2016 - JUNE 2018

Glasgow Life
Sports & Physical Activity Coach

Working in a front-end customer service position to deliver high quality swimming lessons for persons aged between 3 and 80 years old;
Handling of customer queries and working alongside partner organisations such as competitive clubs.

AUGUST 2015 - JUNE 2016

Skills Development Scotland
My World of Work Brand Ambassador

Implemented a careers awareness programme within a number of high schools and their associated primary schools.
Delivered a promotional campaign regarding the launch of a new online service including video advertisement and delivery of keynote presentation.
Trained over 100 teaching staff on use of the service.

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EDUCATION

September 2016 - Present
BA (Hons) Marketing & Economics
University of Strathclyde (Glasgow)

Year 1	Pass with Distinction
Year 2	Pass with Merit
Year 3	Pass with Distinction

August 2010 - June 2016
Trinity High School (Rutherglen)

Level	Subject	Result
Advanced Higher	Mathematics	A
Higher	Mathematics	A
Higher	English	A
Higher	Physics	A
Higher	Chemistry	A
Higher	Business Management	A
Higher	Accounting	A
Higher	Computing Science	A
National 5	Mathematics	A
National 5	English	A
National 5	Physics	A
National 5	Chemistry	A
National 5	Business Management	A
National 5	Computing Science	A
National 5	Spanish	A
National 5	Geography	A

SKILLS & HOBBIES

Creative Direction	Swimming	Music Production
Brand Management	Cycling	Computing
Website Design	Skiing	Media Production
Digital Strategy	Running	Triathlon
Graphic Design	Outdoor Pursuits	

SOFTWARE PROFICIENCY / SCRIPTING LANGUAGES

Microsoft Office Suite	HTML5
Adobe Photoshop	CSS3
Adobe Illustrator	JavaScript
Final Cut Pro X	Microsoft Visual Basic
FL Studio	Full CMS Proficiency (WordPress)

LANGUAGES

English	Spanish
Native Proficiency	Basic Working Proficiency

REFERENCES

Mark Taylor
CEO / President
Lactalis Groupe / Parmalat
Reference supplied as Appendix

Ian Wright
Head Performance Coach
Glasgow Life / City of Glasgow Swim Team
Reference supplied as Appendix

Melvin Martin
National Account Manager
Lactalis Groupe
Reference supplied as Appendix

Stephen Mann
Partner Development & Integration Executive
Skills Development Scotland
E: stephen.mann@sds.co.uk

RECOGNITIONS / AWARDS

Digital Marketing Communications Class Prize
Year 3 Recipient
University of Strathclyde (Glasgow)

Services & Retail Marketing Class Prize
Year 2 Recipient
University of Strathclyde (Glasgow)

NASA 'Life in Space' Challenge
Winning Team recognising exemplary performance in this challenge
Scottish Space School

TriTogether Charity Triathlon 2015
Men's 1st Place
Leonard Cheshire Disability

ADDITIONAL QUALIFICATIONS

October 2018
Inbound Marketing Certification
HubSpot

October 2016
UKCC Coaching Swimming (L1)
Scottish Swimming

January 2016
UKCC Teaching Aquatics (L1)
Scottish Swimming

VOLUNTEER EXPERIENCE

Class Representative
University of Strathclyde
Responsible for recognising and voicing the views of students within the Department of Marketing through regular communication with the class co-ordinators and administrators.

Fundraising Leader
Mary's Meals
Regularly host coffee mornings and enterprise activities in the local community to raise money for the charity which provides meals to school children across Africa. Initiatives have raised in excess of £15,000 for the charity.

Youth Group Leader
Work with a local youth group to provide a safe space for teenagers to socialise and participate in structured activities with the aim of encouraging responsible citizenship.

CITY of GLASGOW
SWIM TEAM

29 August, 2018

To whom it may concern:

REFERENCE FOR THOMAS SCALLY

I have known Thomas Scally for three years as my capacity as the Head Performance Coach of City of Glasgow Swim Team. A former member of the club, Thomas first became known to me as one of the Glasgow Life swimming teachers at the pool where I work.

During the past year I worked more closely with Thomas after he volunteered his marketing and graphic design expertise in the organisation of the inaugural Glasgow International Swim Meet in May 2018.

Thomas joined the event organising committee and was instrumental in helping us deliver a highly successful and well promoted event that included over 700 competitors from over 60 clubs throughout the UK and Europe. Particularly, Thomas was able to produce an event brand and logo which helped to secure key sponsors and provide a highly professional service.

To this Thomas added the design of venue dressing and liaised with local suppliers to deliver these products on time and with an affordable price. During the event itself, Thomas demonstrated his skillset through a wide range of tasks that included social media output, event photography and video, and lighting operations.

Throughout, Thomas demonstrated fantastic passion and enthusiasm for the project, oftentimes being pro-active in bringing innovative and new ideas to the team that would go on to make a significant impact on the success of the event. He was professional and demonstrated maturity beyond his years through being able to work constructively in a friendly way with a wide range of personnel including venue and event management, volunteer helpers and participating elite athletes.

I hold Thomas's work and his positive attitude to life in high regard and would have no hesitation in working with him again on our 2019 event and other projects.

If you require any further information, please do not hesitate to contact me.

Yours sincerely

Ian Wright

Ian Wright
Head Performance Coach
Glasgow Life & City of Glasgow Swim Team

BA 1st Class Hons: University of Leeds (Physical Education & Geography)
MSc: University of Edinburgh (Coaching Studies)

Mobile: 07956 881833

Lactalis McLelland Ltd
Red Central
60 High Street
Redhill RH1 1SH

Redhill, 03rd October 2017

To whom it may concern,

I wanted to formally recognise the contribution made to our business by Tom Scally between the dates of 30th May 2017 and 04th September 2017 (inclusive).

Tom successfully initiated and completed two projects for us. Milk Procurement (payment analysis and volume forecasting/tracking and China (Market Analysis and Insights) at our factory in Stranraer and our Head Office in Redhill Surrey respectively.

On completion of the projects he presented outcomes and recommendations for further work to the main Board of the business in the UK and Ireland.

His work was completed to a high standard and delivered meaningful outputs which the business will be able to utilise. This was done in a relatively short period of time.
I would have no problem recommending Tom to any business where I am certain he would be an asset.

Lactalis is the largest cheese maker in the world, the second largest dairy company and in the top twenty food manufacturers based on a global turnover of nearly €20bn p.a.

I would like to thank Tom for his work over the summer. We hope to welcome him back in future.

Yours sincerely,

Mark Taylor
Groupe Managing Director

LACTALIS McLelland

Lactalis McLelland Ltd.
Red Central
60 High Street
Redhill
RH1 1SH

Redhill, 16th August 2018

To Whom It May Concern,

I would like to publicly thank Tom Scally for taking on the task of supporting the Lidl Export launch of Orkney Cheddar into six countries across Europe, outside of his daily workload.

His tenacity in challenging all 6 countries in providing a very fast turnaround has been fantastic – even working on Sunday night and late every evening to get the result.

We believed we would definitely miss the launch of Orkney to six new Lidl countries but he has proven that having a "can do attitude" really can pay dividends.

This project has successfully met the required deadlines.

Once again, thank you.

Kind Regards,

Melvin Martin
National Account Manager