WALTER CULLINAN

Customer Success / Relationship Management / Commercial Growth

Waterford, Ireland | Available for nationwide travel

walterkcullinan@gmail.com | linkedin.com/in/walter-cullinan

PROFILE

Customer-focused, commercially minded professional with experience supporting clubs and community organisations, managing customer relationships and driving sales. Skilled in CRM communications, customer retention and digital marketing. Active padel player and Playtomic user, with experience organising tournaments and visiting clubs across Ireland.

CORE SKILLS

Partner engagement • Club development • Customer retention • B2B & B2C sales • Salesforce • Stakeholder management • Event coordination • KPI analysis • Digital marketing & automation

PROFESSIONAL EXPERIENCE

Communications & Admin Officer | Waterford PPN

Jul 2025 – Present | Waterford, Ireland

- Support clubs and community organisations with grant funding, governance and community development.
- Build relationships with volunteers and stakeholders through ongoing practical support and communication.
- Manage weekly communications to over 1,000 members using Salesforce.
- Coordinate the Connecting Communities Roadshow, Community & Voluntary Awards and Place Standards workshops.
- Manage the organisation's website, social media and digital communications.

Sales Representative | The TEFL Institute

Feb 2024 – Jun 2025 | Hybrid

- Generated over €15,000 in telesales in one month and consistently achieved sales targets.
- Advised customers through telephone consultations and live chat, matching services to their needs.
- Followed up after purchase to address concerns, help prevent refunds and encourage repeat business.
- Conducted B2B sales with schools in Ireland and abroad; trained new employees.

PADEL & PLAYTOMIC

Active Playtomic user (3.1 rating), with experience finding matches in Spain and Italy. Organise an annual Christmas padel tournament for 20 players. Have visited clubs across Ireland and am comfortable travelling nationwide.

WALTER CULLINAN

Professional experience continued

Sales & Marketing Specialist | Sampla Footwear

Jan 2023 – Jan 2024 | Remote

- Generated over €5,000 in online sales through paid social advertising and email marketing over six months.
- Used KPIs and A/B testing to optimise campaigns and improve performance.
- Created content for the company website and social media channels.

Sales & Marketing Specialist | RE/MAX

Sep 2019 – Sep 2020 | Waterford, Ireland

- Built an automated lead generation campaign using Facebook Ads, Zapier and Mailchimp.
- Generated over 300 leads from €500 in advertising spend in the first month, contributing to property sales worth hundreds of thousands of euros.
- Collaborated with estate agents and branch owners to create a Home Seller's Guide for lead generation.
- Contributed copy to Homebid.ie, RE/MAX Ireland's online bidding platform.

Sales Representative | Celtic Whiskey Shop

Feb 2019 – Aug 2019 | Dublin, Ireland

- Delivered personalised customer service and product recommendations in a specialist retail environment.

Jameson Brand Ambassador | Pernod Ricard

Jan 2018 – Nov 2018 | Midleton, Cork

- Led over 50 guided distillery tours and more than 100 private VIP whiskey tastings.
- Sold thousands of euros worth of premium whiskey through product education and personalised recommendations.
- Welcomed and served over 200 international guests daily during peak season.

EDUCATION

Degree in New Media and English

University of Limerick | 2017

DIGITAL TOOLS

Salesforce • WordPress • Mailchimp • Zapier • Meta Ads • Email marketing • SEO • A/B testing • Marketing automation