

# profile

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## Denise O'Kelly

# Internet Consultant

Expertise in all areas of Web development since 1996 ranging from corporate branding & design to delivery of customised software applications. Services include:

- Website Development
- Strategy & Consultancy
- Brand & Design
- Extranets & Intranets
- Software & Database Applications
- Content Management Systems

I specialise in how the Internet redefines business propositions and customer relationships by enhancing communication through technology. Providing this understanding of the Web ensures that clients' developments truly achieve their objectives.

As well as project managing one of Ireland's most ambitious financial websites, The Bank of Ireland, I have worked with many large organisations being instrumental in developing strategies to revitalise and redirect their Internet presence.

My key expertise lies in devising the most competent and appropriate methods of targeting and communicating to specific audiences and identifying their needs. Specifically, project guidance on corporate Internet developments and intranets for clients ranging from Ericssons to the European Agency for Health and Safety at Work, Eden Recruitment and The Sunday Business Post. Previously I worked as a consultant with Internet Consultancy Nua Ltd, and since founded and managed Volta Digital Media Ltd since 1998.



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## development approach

### Stage 1 - Project definition

#### Analysis

- Gain an in-depth understanding of the scope of the initiative.
- Define clear and deliverable objectives for your online development.
- Identify unique challenges, strategies and opportunities the online environment can offer your business.

#### Specification

- Deliver detailed specification and planning documentation for the implementation of the online initiative.

### Stage 2 - Visuals & site usability

Based upon the requirements set out in the specification documents and the organisation's branding requirements a site concept is developed and agreed.

### Stage 3 - Project deployment

#### Online Development

- Realistic schedule for finishing projects on time and within budget.
- Constant communication and collaboration.
- User testing.

#### Delivery

- Specific provisions (maintenance tools, training etc.) to ensure smooth transfer of responsibilities.

#### Evolution

- Maintain an ongoing and evolving relationship with you to enable you to take full advantage of the latest techniques and technologies to enhance delivery and customer satisfaction.



## work history

	Website	Consultancy	Software Development	Intranet	Extranet	Branding & design	Content Management
<b>Banking</b>							
The Mortgage Store - <a href="http://www.mortgagestore.ie">www.mortgagestore.ie</a>							
Bank of Ireland Group							
<b>Health / Medical</b>							
European Agency for Health and Safety at Work							
Royal College of Surgeons - <a href="http://www.rcsi.ie">www.rcsi.ie</a>							
St James Hospital							
Human Assisted Reproduction Ireland - <a href="http://www.hari.ie">www.hari.ie</a>							
Evidenced Based Radiology - <a href="http://www.ebr.ie">www.ebr.ie</a>							
<b>Communications</b>							
Eircell							
Esat Digiphone							
Ericissons							
<b>Education</b>							
CampusIT - <a href="http://www.campusit.net">www.campusit.net</a>							
The Law Society of Ireland - <a href="http://www.lawsociety.ie">www.lawsociety.ie</a>							
<b>Recruitment</b>							
Eden Recruitment - <a href="http://www.edenrecruitment.ie">www.edenrecruitment.ie</a>							
Irish Jobs - <a href="http://www.irishjobs.ie">www.irishjobs.ie</a>							
Skillsgroup - <a href="http://www.skillsgroup.ie">www.skillsgroup.ie</a>							
<b>Retail</b>							
Grafton Group - <a href="http://www.graftonplc.ie">www.graftonplc.ie</a>							
HM Entertainment							
Woodies DIY							
Superquinn - <a href="http://www.superquinn.ie">www.superquinn.ie</a>							
<b>Technology</b>							
Avtek - <a href="http://www.avtek.ie">www.avtek.ie</a>							
Baltimore Technologies - <a href="http://www.Baltimore.ie">www.Baltimore.ie</a>							
Eurotek - <a href="http://www.eurotek.ie">www.eurotek.ie</a>							
Card Services International - <a href="http://www.csi.ie">www.csi.ie</a>							
Siemens Nixdorf Trusted							
Trintech							
<b>Arts</b>							
Circa Magazine - <a href="http://www.recirca.com">www.recirca.com</a>							
Irelantis (Sean Hillen) - <a href="http://www.irelantis.com">www.irelantis.com</a>							
<b>International</b>							
American Export Group							
FLS Aerospace (formerly Team Aerlingus)							
Excelsys Technologies - <a href="http://www.excelsys.ie">www.excelsys.ie</a>							
Irish Trade Board (Enterprise Ireland)							
<b>Media</b>							
Sunday Business Post							
The Irish Farmer's Journal							

# case studies

## Bank of Ireland Group

### The Challenge

To define the strategic approach and manage the implementation of the Banks online presence to a professional standard reflecting the diverse brands, and the end users' expectations.

### The Result

- Developed and executed the strategy to build Bank of Ireland's online presence. Identified and built key relationships with internal business units to enable the organisation to achieve its online business objectives.
- Raised the profile of the Group website to a level where the senior management recognised the competitive necessity and return on investment of the group website.

## Baltimore Technologies

### The Challenge

To develop the Baltimore Convention website to function both as key sales tool in selling the Convention to site delegates, and to create a functional facility for online registration to the event.

### The Result

- Created an effective sales and marketing support channel for the Baltimore Convention.
- Provided useful and timely information on all areas of the Baltimore Convention.
- Collate a database of visitors to the website for further communications.
- Developed accessible content management tools to enable the site to be easily maintained.

## Excelsys Technologies

### The Challenge

To develop and execute a strategy for the development of an online sales network to create and support a global channel of distribution partners.

### The Result

- Developed an online system where engineers could design and order products, from a possible 100,000 variables, using a custom built online configuration tool.
- Created competitive advantage through the website not only from a faster time to market, but more importantly because of the faster time to order the site provided.
- Developed a system to support a geographic network of distributors and buyers by creating a private network for easy communication, this included easy access to supporting facilities such as automatic ordering forms and customised Excelsys accounts.

*"What we wanted was to offer our distributors a secure platform to make it easier for them to work with us instead of with our competitors. Doing business with us is now easier than doing business elsewhere"*Gary Tomlins - Commercial Director, Excelsys Technologies.

## The Law Society of Ireland

### The Challenge

To create an online environment that would give Law Society Members, Law Students, Staff and the Public access to a range of relevant online facilities and to provide online access to information resources available within the Law Society.

### The Result

- A comprehensive website and extranet system for the Law Society.
- Created a permanent repository of knowledge within the Law Society and now accessible online for Members, Students and the Public.
- Improved channels of communication between students/staff and throughout the College.
- A range of available online services including online course registration and payment facilities, search facilities and information downloads.



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## examples 1

The screenshot shows the Excelsys website homepage. The header features the Excelsys logo and the tagline "world class power conversion". A navigation menu on the left includes links for home, about excelsys, whats new, products, 3gen, FAQs, datasheet, configure & order, case studies, service and support, excelsys quality, careers, and contact us. The main content area is titled "welcome to excelsys" and provides information about their AC/DC power solutions. A "3gen data and design resource centre" section highlights their online configuration tool. At the bottom, there is a form to "Please enter the number of outputs you require:" with a "submit" button.

The screenshot shows the FLS Aerospace website homepage. The header features the FLS Aerospace logo and the tagline "The Prime Maintenance Organisation (PMO™)". A navigation menu on the left includes links for About FLS Aerospace, Capabilities & Experience, Aircraft Management, Aircraft Overhaul, Component Management, Component Repair, Prime Maintenance Organisation (PMO™), Quality & Certification, News, Careers, and Contacts. The main content area is titled "What's New" and features three news items: "03.04.2001 Cyprus Airways signs with FLS Aerospace", "27.02.2001 Excel Airways sign with FLS Aerospace for 6 years", and "22.02.2001 New Group VP, Sales & Marketing appointed at FLS Aerospace". At the bottom, there is a search bar and a newsletter subscription form.



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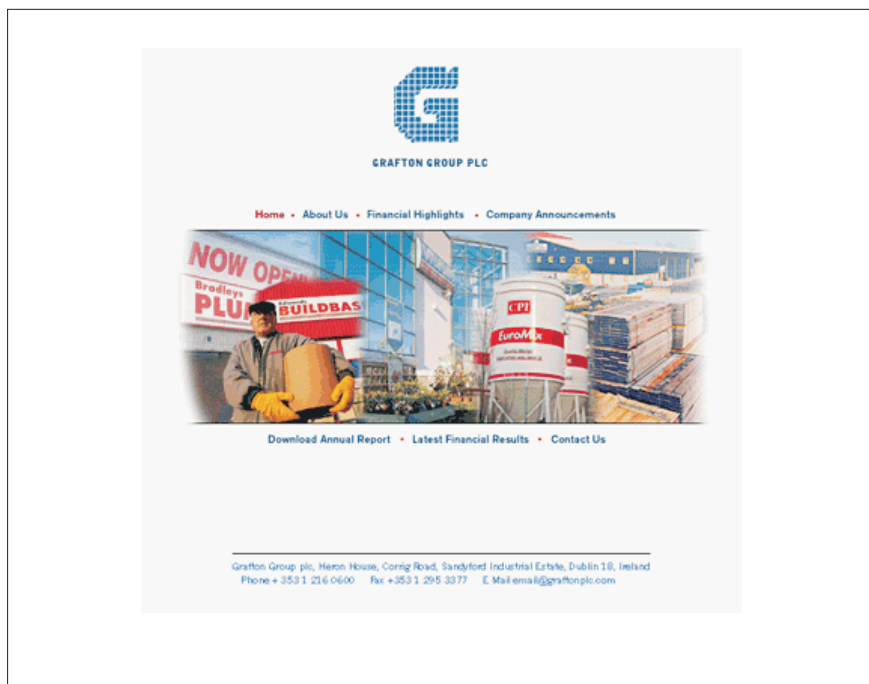
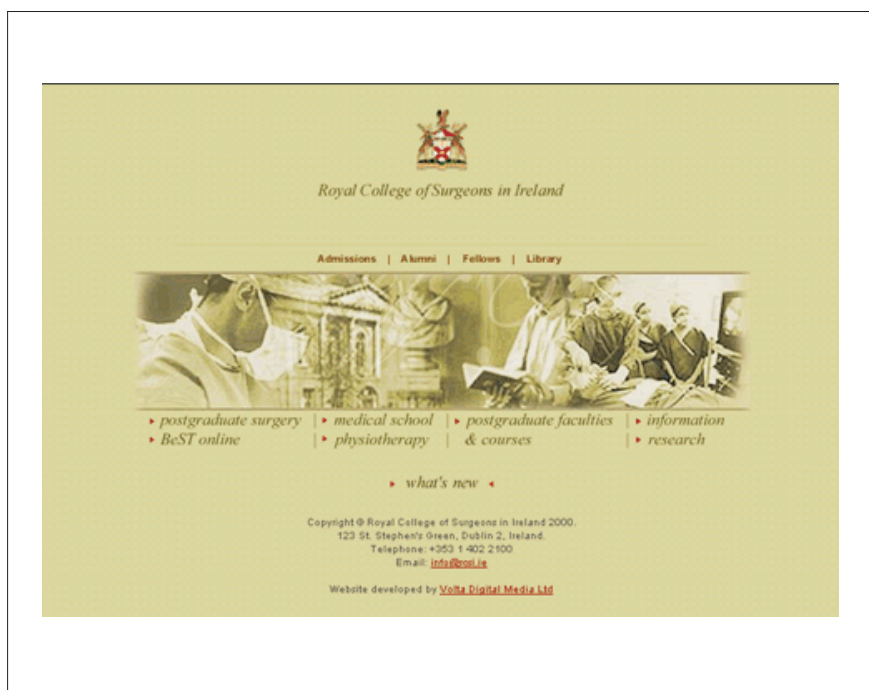
## examples 2



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## examples 3




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## examples 4



**SkillsGroup**  
Ireland's Premier  
Recruitment Company

Preparing for an Interview? we can help 

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SkillsGroup provides a comprehensive recruitment service to both start-ups and established companies. We can supply you with all levels of staff from CEO to mail-room trainees.

SkillsGroup has managed over 50 start-ups in Ireland since its inception. These include the staffing of a 600 strong company.

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job categories

keyword  **GO**

**Newsletter**

Subscribe to our free update newsletter

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**what's new**

- New listings for accounting vacancies [Full Details](#)
- Salary survey updates for 1999 arrive [Full Details](#)
- New listings for accounting vacancies [Full Details](#)
- New salary survey updates for 1999 arrive [Full Details](#)

**case study**

SkillsGroup has been retained on an exclusive basis to recruit for Anderson Consulting, a firm that employs over 63,000 people worldwide. [Full Details](#)

SkillsGroup, 180Bala House, 25 Lower Hatch Street, Dublin 2  
Telephone: 014623055 Fax: 014623063 Email: [info@skilback.ie](mailto:info@skilback.ie)



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**JOB TYPE**  
contract  permanent

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Part-Time And Contract Workers Get A Raw Deal

13/04/2001  
Looking Beyond The Dot.Com Bubble

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**WHY WE ARE DIFFERENT**

Eden Recruitment, No 2 Crampton Quay, Temple Bar, Dublin 2. Phone 474 4500 Fax 474 4501

DELTA DIGITAL MEDIA 2001



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## examples 5



**global e|security 2001**  
The Baltimore Technologies Convention

November 11 - 14, 2001, Hyatt Regency, Atlanta GA, USA

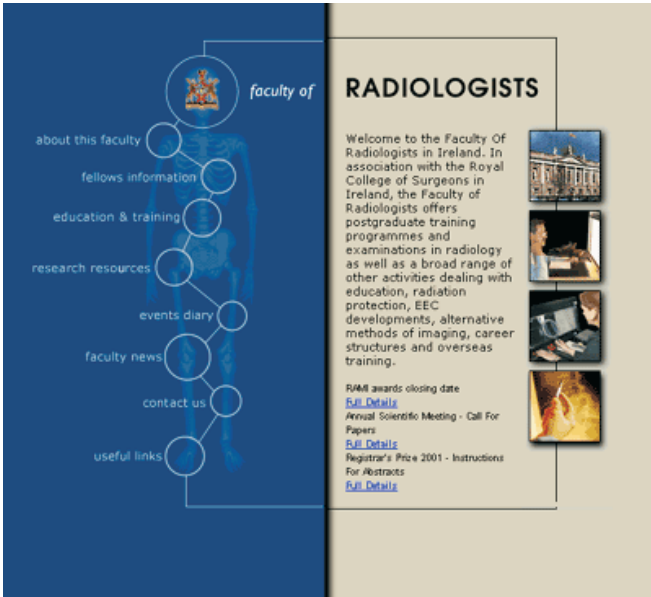
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Welcome to the Faculty Of Radiologists in Ireland. In association with the Royal College of Surgeons in Ireland, the Faculty of Radiologists offers postgraduate training programmes and examinations in radiology as well as a broad range of other activities dealing with education, radiation protection, EEC developments, alternative methods of imaging, career structures and overseas training.

RAM awards closing date  
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