

# William Byrne

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Experienced operations and eCommerce manager with advertising strategy experience. Professional Athlete, Entrepreneur, Ex Google and ad agency strategist. Skilled in finding operational efficiency, managing teams in high pressure situations, advertising, brand strategy and sales. Professional sailor, Inshore and ocean racer holding multiple European and National titles with some of the sports largest international professional teams.

## WHAT I DO BEST

- Drive operational efficiency
- High pressure decision making
- Team management & development
- Data driven decision making
- Packaging & fulfilment innovation
- Stakeholder management
- eCommerce growth
- Sales & marketing
- Constantly Develop

## EXPERIENCE

### Founder // Director Kai Bottle Ltd.

Apr 2020 - Present

Built an efficient and trend driven eCommerce business from scratch. Designed and manufactured a range of sustainable, insulated water bottles and coffee cups. Leveraged external vendors for hands-on operations, allowing me to maintain a strategic, high-level approach to growth and innovation. D2C, B2B & Wholesale customers across Ireland, Europe, UK and Australia.

### Professional Athlete Will Byrne Sailing

Jul 2021 - Present

Competitive amateur sailor and coach working with high level professional teams around the world. 4 x European Champion + 4 x Irish National Champion

### Strategy Consultant Optily

June 2020 - July 2021

Single click ad spend optimisation tool for eCommerce. Construct and execute sales cycle to guide company through alpha, beta and growth phases. Work with customers to formulate ad strategies that integrate Optily to increased ROAS

### Account Strategist Google

April 2019 - Jan 2020

Owned and grew a book of 120 SMB's with a quarterly Google Ad spend of > £5Million. Personal success metrics = Increased revenue for Google, increase reach and scale of clients portfolios - attainment always >110%. Inform clients on how to optimise marketing mix to see increased returns from Google products.

### Ad Agency Strategist

May 2017 - April 2019

### PHD New York, UM Worldwide, Publicis Dublin

Developed full-funnel strategy for clients across all media channels with budgets > €100Million. Manage clients and day to day account business. Compile competitor insights and industry reports  
Clients - Audi North America, BMW, J&J,

## EDUCATION

<b>University College Dublin</b>	<b>2012-2017</b>
BAgrSc - Food & Agri Business Management	
<b>Blackrock College, Dublin</b>	<b>2006-2012</b>
Highschool - Junior & Leaving Certificates	
<b>Tanglin Trust School, Singapore</b>	<b>2004-2006</b>
Junior School	
<b>Violen School, Netherlands</b>	<b>2001-2004</b>
Junior School	
<b>Hall School Wimbledon, London</b>	<b>1998-2001</b>
Junior School	

## CERTIFICATES AND COURSES

<b>Harvard Business School</b>	<b>Jan 2025 - Present</b>
AI Essentials for Business	
<b>Harvard Business School</b>	<b>Mar 2025 - Present</b>
Data Science: Machine Learning	
<b>LinkedIn Learning</b>	<b>Mar 2025 - Present</b>
Supply Chain Fundamentals	
<b>UCD Pro Academy</b>	<b>Mar 2025 - Present</b>
Fundamentals of Python Programming	