

A photograph of three people standing in front of a wall with a large graphic of a woman's face. On the left is a man with a beard wearing a dark blue button-down shirt. In the center is a woman with blonde hair and glasses wearing a light pink blazer over a patterned top. On the right is a woman with dark hair and glasses wearing a light blue top. The background wall features a large, stylized graphic of a woman's face with red and black tones.

MediaCom Ireland continues to grow with multiple new hires

31 AUG 2017

MediaCom Ireland have recently welcomed several new experienced team members.

Ciara Ní Mhurchú and Nicola Maguire both join MediaCom as Senior Account Directors. Ciara has worked in media, with experience both agency and media owner side. She spent three years in Google as Relationship Manager, working closely with digital agencies in the UK and Ireland to optimise their clients' Google Adwords accounts and up-sell other Google products. Following this, she spent 9 years in ZenithOptimedia working across a broad range of clients and categories. Nicola has been in the media industry for the last 9 years working across an array of accounts including Pepsi, Northern Foods, L'Oreal and Coty.

Alice Segrave has joined MediaCom as Account Director. She has 7 years' experience in media strategy and buying across all channels, with a strong focus on digital. In the past

year she has added to this with content writing, SEO, web design and social media skills on a variety of projects. Prior to joining the Ireland team, Alice was based in MediaCom's London office on the Dell EMEA account.

Graham Curtis and Deborah Tracey take on the roles of Senior Client Managers. Graham was previously the main client lead on the Lidl business at MediaWorks, where he also worked on Oxfam, Maxol, Repak, PWC and Lloyd's Pharmacy. Deborah joins from Wide Eye Media. Prior to this, she previously held the position of Account Manager at Spark Foundry (formerly MediaVest).

Matt Lynch has joined the MediaCom team from Dentsu Aegis Network as Client Manager.

Ian McGrath, Managing Director MediaCom Ireland, said of the new hires:

"Its great to keep the momentum behind our growth as a business. Each of the new hires come to us with a proven track record and represents a great addition to our team."

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