ERYK BAK

Sales Manager | MSc Project Management, UCD Smurfit

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PROFESSIONAL PROFILE

Sales Manager at LMS Autos with hands-on experience in dealership operations, inventory management and customer service, now studying for an MSc in Project Management at UCD Michael Smurfit Graduate Business School. SETU Carlow graduate in International Business (2:1). Strong digital marketing background, including a TikTok page and a Google Ads campaign built from scratch at Downey's AutoStop that brought in hundreds of phone call leads, plus freelance social media management for Infrared Heating Ireland. Native English and Polish speaker.

WORK EXPERIENCE

Sales Manager, LMS Autos November 2023 to Present

Portarlington, Co. Laois | Full-time

- Facilitate daily dealership operations, combining sales responsibilities with inventory management and vehicle preparation.
- Support customers through the buying process, from enquiry and appointment booking by phone and email through to the transaction.
- Manage the dealership's Carzone and Cars Ireland profiles, uploading and removing stock and entering vehicle data.
- Prepare and detail vehicles for sale using professional products and methods, keeping presentation standards high.

Social Media Manager, Infrared Heating Ireland June 2025 to February 2026

Portlaoise, Co. Laois | Freelance, hybrid

- Developed social media content to strengthen the company's digital presence.
- Supported marketing initiatives to build brand awareness in eco-friendly heating.

Marketing and Social Media Specialist, Downey's AutoStop January 2025 to September 2025

Portlaoise, Co. Laois | Internship

- Managed the company social media accounts, creating posts, stories and reels and scheduling content across Facebook, Instagram and other platforms to build brand awareness and engagement.
- Designed promotional graphics and marketing materials in Canva, Adobe Express and CapCut to support sales campaigns and events.
- Tracked engagement, reach and performance analytics and adjusted the strategy to improve results.
- Worked with the sales and marketing team to align social media with promotions and business objectives.
- **Launched the Downey's AutoStop TikTok page:** over 150 followers in two weeks, with the top video reaching nearly 10k views.
- **Built a Google Ads campaign from scratch:** over 43k impressions and hundreds of phone call leads that helped drive sales.

EDUCATION

MSc Project Management September 2026 to September 2028

UCD Michael Smurfit Graduate Business School | In progress

- **Societies:** UCD Smurfit Business Society, Project Management Institute (PMI) Student Chapter, UCD Postgraduate Association

Bachelor of Business (Honours) in International Business September 2022 to May 2026

South East Technological University (SETU), Carlow | NFQ Level 8 | 2:1 (Second Class Honours)

- **Strongest modules:** Managerial Economics (84%), Quantitative Techniques (83%), IT for Business (80%), Human Resource Management (78%), Macroeconomics (77%), Business Law (73%)
- **Class Representative** for Years 3 and 4

Leaving Certificate 2022

Coláiste Íosagáin, Portarlington | 456 points

EARLIER EXPERIENCE

Food Service Worker, Junction 14 Mayfield May 2022 to April 2024

Monasterevin, Co. Kildare | Part-time

- Delivered customer service while following HACCP protocol and handled cash transactions on the tills.
- Trained new employees and supported the team during busy periods.

Exam Invigilator, Coláiste Íosagáin June 2021 to July 2021

Portarlington | Seasonal

- Supervised students during exams to ensure compliance with exam regulations and helped set up exam rooms and distribute and collect papers.

Sales Assistant, Vans June 2019 to October 2019

Co. Kildare | Seasonal

SKILLS

Sales and customer service: customer engagement, appointment scheduling, inventory management, online vehicle listings (Carzone, Cars Ireland), vehicle presentation, HACCP compliance

Digital marketing: social media management (Facebook, Instagram, TikTok), content creation (Canva, Adobe Express, CapCut), Google Ads campaign management, performance analytics

Business and analysis: business analysis, data analysis and reporting in Excel, managerial economics, finance

Leadership and communication: leadership, communication, customer satisfaction, training new team members

Software: MS Office (Excel, Word, Outlook), AI tools, quick to pick up new systems

ADDITIONAL INFORMATION

Languages: English (native), Polish (native), Spanish (conversational), Irish (limited working), German (elementary)

Licence: Irish driving licence (Road Safety Authority), issued April 2023

Volunteering: Fundraiser, Irish Hospice Foundation

Interests: swimming, cycling, running and gym training. Working on my own car at weekends, from maintenance and detailing to performance upgrades. Ancient Greek and Roman history.

References available on request.