

Elizabeth Douet

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Relevant Experience

Jan. 2016—present

Sharing Economy Ireland

Founding Team Lead

sharingeconomyireland.com

Sharing Economy Ireland is a non-profit industry association bringing together key players in Ireland's sharing economy, taking initial steps to establish active support for responsible development and awareness of the collaborative economy.

Initial objectives focus on mapping and engaging Ireland's sharing economy eco-system, establishing standards for sustainable sharing practices and responding to shared challenges of members and the wider community.

Aug. 2016—present

Collaborative Economy Library

Community Member

collaborativeeconomy.com

The Collaborative Economy Library is curating the highest-quality research being done on the collaborative economy community. Initiated by collaborative economy thought-leader Rachel Botsman, members are academics, experts and practitioners who are passionate about the collaborative and sharing economy and its impacts on society. Members connect to emerging research, ensure publications included on the site are of the highest quality, and help disseminate new ideas through their networks & communities. The Library is supported by the Oxford University Said Business School Pedagogical Fund and Nesta UK.

Sept. 2014—Aug. 2016

Collaborative Consumption

Ireland-based Global Team Member

collaborativeconsumption.com

The Collaborative Consumption platform, including a global directory of collaborative economy platforms & initiatives, has more than 800 posts covering the collaborative consumption movement from its inception. Managed by economy thought-leader Rachel Botsman with contributions from global curators, the platform spanned five years of activity to present new business models, define terminology and profile founders, leaders and practitioners. The platform now serves as a collaborative consumption archive.

May 2008 —present

Digital Marketing & Communications Consultant

Freelance Consultant

Global digital marketing and communications specialist experienced in leading integrated campaigns and digital transformation projects for clients located throughout Europe. Innovative outlook with an analytical and data-driven approach to digital, mobile and social marketing strategies.

Implementation of marketing initiatives including brand development, integrated digital content generation and curation, community engagement, lead generation, growth hacking, conversion tracking, campaign analytics and account management.

Education

MSc Business, Digital Marketing, First Class Honours | UCD Smurfit Business School - Ireland

MS International Journalism | Ohio University - USA

BS Journalism | Ohio University - USA

Language Skills

English Native Language

French European Level C2

German European Level B2