

# Maxine Curry

## Director of sales

### AREAS OF EXPERTISE

Conference events  
People management  
Customer service  
Brand management  
Business generation  
Account management

### PROFESSIONAL

Catering  
qualifications  
Health & safety  
certified

### PERSONAL SKILLS

Passionate  
Forward thinking  
Focused  
Hard working

### CONTACT

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Driving license: Yes  
Nationality: British

### PERSONAL SUMMARY

A capable individual who has an existing "book of contacts" that she can bring with her, and who is confident in her ability to generate business quickly. Maxine is a real problem solver at heart, someone who is able to grasp complex problems and devise creative solutions. She is a team orientated professional who can successfully work with people at different levels. On a personal level she has a positive, 'can do' attitude and is hungry for success and reward. Right now she is keen to join a company that only employs the most talented and which offers its customers the best service.

### WORK EXPERIENCE

#### Company name – Birmingham

DIRECTOR OF SALES Jun 2013 – Present

Responsible for ensuring that the sales team collectively works together to drive the business forward.

#### Duties:

- Meeting all agreed sales targets set by the Sales Director.
- Creating and preparing banqueting proposals for potential customers.
- Converting new business opportunities into incremental sales.
- Training and mentoring Junior Managers in account management.
- Identifying talented members of staff and then assisting to develop them further.
- Driving quality and consistency within the catering department to ensure that the business continues to operate successfully.
- Networking at a senior level across existing and potential organisations.
- Managing a diverse workforce of individuals from different countries.
- Writing up weekly and monthly sales activity reports.
- Managing existing customer accounts.
- Developing and delivering sales presentations to potential customers.

#### Company name – Location

JOB TITLE Employment dates (i.e. Aug 2011 – Jun 2013)

### KEY SKILLS AND COMPETENCIES

- Experience of co-ordinating or organising functions and events.
- Prepared to work unsocial hours, such as split shifts, early mornings, evenings and weekends in order to fulfil duties and be present at key functions.
- Have initiative, ambition, self-motivation and the desire to succeed.
- Sound knowledge of Hygiene, Health & Safety issues.
- Motivated by a passion for quality and great service delivery.
- Keen to expand her existing technical knowledge and learn as much as possible.

### ACADEMIC QUALIFICATIONS

Nuneaton University 2008 – 2011  
BSc (Hons) Catering

Coventry Central College 2005 – 2008  
A levels:  
Maths (A) English (B) Technology (B) Science (C)

### REFERENCES – Available on request.