

Curriculum Vitae

Cherelle Simpson

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An ambitious and bright business professional with an exceptional skill set, tangible achievements and the drive, determination and enthusiasm to succeed.

Superior attention to detail and a natural talent for internalising complex information to create an output which is digestible and aesthetically pleasing has earned me praise from high profile leaders within my past roles. As a result, I have earned opportunities to take **ownership of several high-level projects** which have been part of long-term business strategy. I have used these opportunities to develop my **analytical, influencing and leadership skills** and I always embrace the task and go above and beyond to ensure the best output possible. A history in the Retail and Transport industries has equipped me with many transferrable skills such as **stakeholder management** and a very well refined **commercial awareness**. Being naturally very **organised**, I constantly strive to **optimise communications** and **refine processes** to ensure **maximum efficiency** in all instances.

KEY ACHIEVEMENTS

- **Launched a same-day delivery service within 2 weeks** as a new fulfilment channel for customers during lockdown.
 - **Promoted to a newly created role** after identifying a huge opportunity for the development of ancillary products within the coach industry.
 - **Established and ran various action groups** to coordinate key company activity which set record breaking hourly, daily and weekly sales figures on the website and at sites.
 - **Awarded a company prize** for bringing a team of key stakeholders on board to respond to competitor pricing activity on Boxing Day which contributed to the best day of online sales in company history.
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KEY SKILLS

- **Communication** - adapt approach accordingly to suit the audience and get an optimal outcome from every situation.
 - **Computer literacy** - ability to find own way around new systems and regularly coach others on how to use various Microsoft applications, especially Excel, more efficiently.
 - **Exceptional attention to detail** - senior colleagues regularly request checking and editing of important documents.
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CAREER HISTORY

Project Manager. Holland & Barrett Head Office, Nuneaton

02.2019 – Present

- Currently studying towards L4 Lean Six Sigma Improvement Practitioner Green Belt qualification.
- Reporting into the Director of Retail Operations, Continuous Improvement & Change, I have landed a number of projects across the business with focus on change management, efficiencies and innovation.
- Key projects include: virtual customer video chat, customer journey, activity plan, staff headsets, store format, Brexit.
- Achieved accreditation in time & motion study and advocated a scientific approach to defining efficiency savings.

Between these roles, I took an 8-month career break to travel, study and volunteer.

Revenue Development Manager. National Express Head Office, Birmingham

06.2017 – 05.2018

- Reporting into the Director of Business Development, I was responsible for the development of new and existing ancillary products totalling £15m p.a.
- Produced detailed budgets and forecasts for projected revenue, for which I was held accountable.
- Delivered executive business cases for the introduction of new products, all of which were realised.
- Managed complex projects to successfully introduce new products across multiple sales channels.

References available upon request

Commercial Manager. National Express Head Office, Birmingham**04.2015 – 06.2017**

- Responsible for the Airport routes, which generate c.55% of the division's annual turnover - £111m p.a.
- Established and maintained effective relationships with stakeholders across the business - including Marketing, eCommerce, Service Delivery and Business Development - to facilitate the success of the routes.
- Built executive business cases to inform innovative pricing strategies, network changes and customer messaging.

Analyst. John Lewis Head Office, London**05.2013 – 04.2015**

- Line managed the 5 members of the Pricing team and recruited new members of a high-performing team.
- Conducted pricing analysis for price sensitive assortments and managed all of the business's Marketing analysis.
- Influenced a variety of stakeholders to make commercial decisions which are in the best interest of the customer.
- Had a full time role created as a result of the success of a data project originally requested as a one off task.

Pricing Assistant. John Lewis Head Office, London**06.2012 – 05.2013**

- Became an expert on the company pricing policy, advising others on how to apply it to pricing decisions.
- Contributed new ideas and processes which affected the wider business and brought positive and tangible change.
- Coordinated the business's response to pricing and promotional activity within the industry.

Buying Assistant. John Lewis Head Office, London**10.2009 – 06.2012**

- One quarter of a team that increased turnover by £10m within 12 months in an under-performing market.
- Managed tender processes which resulted in lower costs and better service, increasing availability and margin.
- Involved in producing literature, including writing copy, liaising with printers and determining pagination.

EDUCATION**London Metropolitan University. London, UK****2005 – 2008**

2.1 BA (Honours) Advertising and Marketing Communications

Key modules - Advertising, Advertising Theory, Branding, Business Law, Business Psychology, Consumer Psychology and Buyer Behaviour, Customer Relationship Management, Integrated Marketing Communications, Italian, Japanese, Psychology of Advertising and the Media, PR Strategy, PR Theory and Practice, Quantitative Analysis, Spanish

King Edwards VI Five Ways Grammar school. Birmingham, UK**1998 – 2005****A levels** – Psychology (B), General Studies (B), Business Studies (C), Media Studies (A)**GCSEs** – English (A), Mathematics (A), Information Technology (A), French (A), German (A), Technology (A), English Literature (B), Religious Studies (B), Biology (B), Chemistry (C), Physics (C), Expressive Arts (C)**Selly Oak Adult Education Centre. Birmingham, UK****2004 – 2005**

Level 1 British Sign Language

COURSES COMPLETED

360° Feedback, 7 Habits of Highly Effective People, Commercial Awareness, Critical Path, Influencing Skills, Intermediate Negotiation, Manager as Coach, Merchandise Standards, Project Management, TEFL, Emergency First Aid, AED, PSL

INTERESTS

- **Photography** – passion for travel photography, especially of animals, architecture and other man-made structures
- **Languages** - aspiration to have a deep understanding of semantics, grammar and language as a whole, as well as a fascination with gaining insight into different cultures and social groups
- **Music** - graded in double bass and more recently learnt to play the saxophone in an evening class

References available upon request