

# GEORGIE EGGLETON

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British Passport

Full UK driving license

Date of Birth: 27th February 1986

## **EMPLOYMENT HISTORY**

### **MANDENS – DIRECTOR**

Since 2018 I have worked as director of business transfer agent and valuers. Specializing in the sale of hot food take away businesses we are the leading firm in the UK with in depth knowledge of the market. As director I am responsible for, brokering deals on the sale of high value businesses dealing with and negotiating with solicitors on behalf of clients, business development, advertising and marketing and everything else running the business requires.

### **X-YACHTS DESIGN LTD. – MARKETING & COMMUNICATIONS MANAGER**

I joined the X-Yachts team in February 2016 as their Marketing and Communications manager. Responsible for coordinating the global marketing strategy of this established Danish yacht builder, covering 43 countries. Responsible for budgeting, design and production of all marketing literature, branding, film/photoshoots, market research, all internal and external communications including press releases and all website content management and event management of boat shows, press conferences and regattas.

### **20M SAILING YACHT – DECKHAND / STEWARDESS / CHEF**

For the end of the 2015 summer season I have stepped in as relief crew as deck / stew / chef on a very busy charter yacht in Corfu. We did several back-to-back charters with extremely short turnarounds followed by an end of season shut down and small refit period.

### **43M MOTOR YACHT – DECKHAND / STEWARDESS / ADMIN**

I joined motor yacht Life Saga in March 2015 as Deckhand / Stewardess. I was also responsible for a lot of administration roles on board including keeping the yacht accounts and budgets up to date. During my time on board I was also promoted to a project management position looking after the build of a several new 70ft "tenders" being designed and built in Sardinia. This included sourcing products and remotely managing a team of people at the build yard to ensure the project stayed on track while we were away.

### **C-CUIP MARINE EQUIPMENT – DESIGN AND DIGITAL MARKETING**

I joined C-Cuip as their design and digital marketing executive. I was responsible for all website maintenance, press releases, advertising design and copy writing, as well as new product research.

## **NETWORK YACHT BROKERS / CALIBRA MARINE**

This is a business with two elements; I worked equally between the two areas.

*Network Yacht Brokers* - I have been working as a yacht broker at Hamble Point Marina inspecting and selling a wide range of sailing yachts and motorboats. My duties included: -

- Finding new listings, (both power and sailing yachts)
- Inspecting the yachts in order to give the owner a realistic valuation,
- Advising on presentation of the yacht,
- Advertising (magazine & online)
- Uploading details of new yachts on our own website & 3rd party sites
- Speaking to purchasers and organizing and overseeing viewings.
- Completing all relevant contracts and paper work of the boat sales.

I was also solely responsible for the day to day running of the office including all admin and paperwork, designing and building a new database and installing a new networked computer system.

*Calibra Marine* – Calibra sell selected high quality yacht and marine equipment imported from around the world. Calibra sell to both retail and trade customers. We have worked closely with a number of high profile yards building luxury yachts both in the UK and overseas. A number of these yards are now fitting our equipment as standard. While Calibra supply to large international clients they are still a relatively small company and so while working there I got a very comprehensive experience of all aspects of the company, including:-

- Telephone enquiries
- Emailing information and quotes
- Demonstrating products to customers in the showroom
- Preparing quotes for large orders
- Arranging shipping & logistics on tight timescales
- Attending boat shows
- Email marketing & mail-shots
- Arranging appointments to meet with potential new suppliers / distributors
- IT support

During my time with the company I also designed and built a new company website enabling them reach a much wider audience.

## **WEBSITE, MARKETING & DESIGN WORK**

After several years working with Calibra Marine I found that I was working mostly on the website design and marketing side of the company and was enjoying the more creative aspect. I therefore decided to pursue this area further. While I have continued to work for Calibra Marine (and Network Yacht Brokers) I have also found other work for companies in the marine industry to provide them with the following services:-

- Website Creation
- Website Maintenance
- Email marketing & mail shots
- Ecommerce maintenance & creation
- Logo and stationary design, including business cards, letterheads, and

mailers.

### **OYSTER 655 – Stewardess / Chef**

I worked as part of a two person team managing and maintaining the yacht to very high standards. We met the boat at the Oyster factory in Ipswich to oversee the build with Oyster and do a handover. We then sailed the boat to the Mediterranean where she was based for the summer season. During this time the owner sailed on her frequently with family and friends on board. While guests were on board my tasks included preparing and cooking three meals a day, keeping the boat clean and tidy and tending to all guests needs to ensure they had the best possible holiday. I also dealt with all logistics to arrange holidays for the owners friends and family. This included booking flights, hotels, and activities, as well as dealing with customs and visa requirements for both the yacht and crew.

### **PEBBLE MARINE**

I spent two winter seasons working at a small traditional boat yard in Bosham, Chichester. We maintained a fleet of approximately 20 Solent Sunbeams and a number of Swallows. The Solent Sunbeams are a fleet of 26 ft classic wooden day boats based in Chichester harbor. They are a highly competitive racing fleet. During the winter months we would completely refit each boat including filling, fairing and antifouling the hull's to a racing finish, repainting the topsides, re-varnishing all bright work, repairing any damage sustained during the summer, and replacing any broken fittings. During this time I learnt a lot of boat maintenance and repair skills. I was also responsible for liaising with the owners to understand what their exact requirements were for their boats and passing this on to the team in the yard.

### **BRITANNIA CORPORATE EVENTS**

I spent two summer seasons working for Britannia Events based in the Hamble. Britannia events run a fleet of 25 – 30 Beneteau 40.7's and organize corporate racing charters from one day events to full Cowes week charters. I worked on a number of their yachts alongside another professional crewmember. We would be responsible for giving full safety briefings to guests in the morning, racing training before the event starts, and then getting a crew of (normally) non sailors to race in a competitive one design fleet to a high standard and enjoy themselves. In the evenings we would be responsible for the guest's safety and comfort as well as maintenance and repair work on the yachts ready for the next day's racing. We also spent one winter season running a 40.7 on behalf of Britannia events in the Caribbean. We took 4 charter guests on the ARC crossing and then chartered the boat for all the Caribbean regattas.

### **EDUCATION & QUALIFICATIONS**

2008 – Qualified from the Rosie Davis School of Cookery

2006 – City and Guilds in Website Design at Chichester College

2005 – BTEC National diploma in Outdoor pursuits at Chichester College

2002 – 10 GCSE's A\* - B at The Weald School Billingshurst.

RYA/MCA Yachtmaster Ocean (commercially endorsed)

RYA First aid

DSC VHF certificate

ISAF Sea Survival

RYA Power Boat level 2

STCW95

ENG1

## OTHER RELEVANT EXPERIENCES

### SAILING EXPERIENCE

- Sailed on various yachts since age 4, from Dinghies to Yachts, from 120 year old classic yacht to Carbon fiber Canting keel racing yacht.
- Over 45,000 nautical miles sailed in the last 10 years.
- 6 x Transatlantic races & Transatlantic delivery
- 2 Full Caribbean racing circuits including classic regattas. (2nd Antigua race week)
- Co- Skipper on Mini-Transat yacht 242 & 794 including Mini Fastnet 2004 and 2005
- Many Classic yacht regattas on board 120 year old 'Thalia' (overall winner of concourse d'elegance Antigua classic yacht regatta & 2nd in class)
- Bear of Britain (selected to take part in 2 week intensive yacht racing program on board a Farr 52)
- Many other deliveries on various yachts including 6 Biscay crossings, 3 Irish Sea crossings.
- Raced at many major regattas including Cork, Cowes, Hamble Series, Little Britain, Grenada, BVI, St Martten, Antigua and IMS regatta Cascais with many top three placing's

### **MINI TRANSAT 794**

While not officially an employed job I feel I have gained a lot of skills from this experience so I will list it here.

I have been involved with a Mini Transat campaign since 2009 and have provided all the shore-side administrative support including:-

- Website design & creation
- Budget planning
- Sourcing & ordering building materials
- Certification for boat & skipper
- Ensuring yacht & equipment complies with all safety requirements
- Organizing racing calendars & entries to events
- Logistics
- Provisioning