**Sheri Nicole Johnston**

16 Devine Drive | Pakenham, Victoria 3810

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**PA/SALES SUPPORT COORDINATOR**

*Results driven professional with a high level of creativity and exceptional interpersonal skills.* *Ambitious individual with over five years experience as a sales support and direct marketing coordinator. I am well spoken and well presented and I have the ability to listen and relate to different types of people. Expertise in supporting and managing a diverse group of area managers within Victoria, Tasmania, South Australia and Northern Territory.*

*CORE STRENGTHS*

* *Excel in fast-paced environment*
* *Ability to manage multiple tasks and projects*
* *Detail and deadline oriented*
* *Well organised, adaptable and flexible*
* *Fully competent with Microsoft office*
* *Fast Learner*
* *Keen and self motivated*
* *Full Victorian Drivers Licence and own car*

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**INTERESTS & ACTIVITIES**

*I share an interest in music, cars and also a big fan of the footy. In my recreational time, I enjoy socialising, travelling with my husband and shopping with friends.*

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**EDUCATION**

Completion of VCE

*Cleeland Secondary College*

2003

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**EMPLOYMENT HISTORY**

Dec 2010 – June 2013

***Taylors Wines***

**Sales Support & Direct Marketing Coordinator – Vic/Tas**

 JOB FUNCTIONS

* Liaise with the Marketing team at head office (Sydney) for the Good Food & Wine shows based in Melbourne and Sydney – from product briefing on new vintages through to concepts, photography, artwork proofing on tasting notes and any POS requirements from the area managers both in VIC/TAS and SA/NT.
* Assisted in wine tastings, matching food with wine and hand outs of flyers and catalogues to respectful customers
* Key involvement in the 2011, 2012 and recent 2013 Women’s Golf Pro AM. Liaising with the Marketing team in Sydney and ensuring everything is set up correctly with banners, wines and any relevant equipment.

KEY RESPONSIBILITIES

* Supporting and coordinating 5 area managers both in Victoria and Tasmania
* Supporting and coordinating 3 casual Merchandisers – predominantly Coles, Woolworths, BWS support based.
* PA duties to State Sales Manager – diary management, travel bookings, excel reporting
* Managing and approving all sample requests required by AM’s for tastings or replacement stock for key customers.
* POS requests from both VIC/TAS and SA/NT area managers. Creation of tent cards, flyers and templates via in house web based online generator.
* Distributing of any new medal awards achieved (stickers) out to VIC/TAS team for placement on wine bottles
* General admin duties – Minimal phone enquiries, agenda organising for weekly sales meetings including minute monitoring, timesheet collection from Merchandisers, petty cash reimbursements and reconciliations
* Liaising with the customer service team based at head office in Sydney, relating to any general online issues, SAP enquiries or customers requiring invoices
* Entering and updating all current promotions via in house system – Sales At Work:

Ritchies, Foodworks, Coles and Woolworths promotions, BWS and Dan Murphy’s

* Assisting in interstate trips to the Winery in SA. Preparing agendas for interstate inductions

SELECTED ACCOMPLISHMENTS

* + Won State of the Year 2012.
  + National basis - Key results and targets met by the VIC/TAS team
  + Joined in travelling to the Taylors Winery for state of the year celebrations.

‘Bringing Great Wines to Life’ marketing campaign

* + Celebrated releasing of new vintage 2010 Estate Shiraz – International award winner

Jan 2008 – Nov 2010

***Adapt a Lift Hyster***

***Service Coordinator***

The largest Australian privately owned and operated, most trusted forklift rentals and fleet management company. We offer a wide range of services and products.

 JOB FUNCTIONS

* Operational plans & procedures for the Service Department
* Web Site Maintenance
* Timesheet collection for service department (25 staff)
* Handling incoming service requirements
* Co-Ordination of Company Events, Field Days & Meetings
* Purchase Order Reconciliation
* Distributing service calls and jobs internally to techs
* Sales Price Listing & Specification Information
* Registration renewals for all forklift rentals and sales
* Minute agendas for service meetings

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May 2004 – Jan 2008

***Williams the Shoeman (Colorado Co. Group)***

**Sales Assistant / Stock Manager**

JOB FUNCTIONS

* Customer Service
* Maintaining staff rosters
* Stock Management
* Adhering to and achieving KPI’s
* Team Leadership
* Product Placement
* Visual Merchandising
* Weekly team meetings

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**REFERENCES**

References available on request.