

Sam Callaway

Education

University of Sussex - BA Hons in Economics and Politics 2:2

The Downs School - Compton, Berkshire

A Levels: A in Politics, B in History, B in Economics

GCSEs: 3A*s, 6As including: A* in English Language, A in Mathematics

Other Qualifications

Currently working on a Front End Development Bootcamp provided by edX learning skills in:

- HTML5, CSS and JavaScript
- Bootstrap

Professional Diploma in UX Design from the UX Design Institute, certified by Glasgow Caledonian University learning skills in:

- Wireframing
- Low and Mid-fidelity prototyping
- Usability testing
- Interaction Design

Google Analytics Individual Qualification

Work Experience

Vodafone UK, October 2021 - Present – Base Segmentation Analyst

In my current role I work on maintaining an SQL database of Vodafone Business' customers. Aligning customers to the correct salespeople and cleaning data where necessary.

- Liaising with sales managers on the allocation of customers to salespeople
- Using SQL queries and Excel to provide BAU and ad-hoc reporting to various stakeholders
- Ensuring our database, billing systems and Salesforce are aligned correctly

Vodafone UK, September 2020 – October 2021 – Interconnect and Roaming Accountant

In this role I was responsible for the accounting of Vodafone UK's Interconnect and Roaming revenues and costs. This related to the interconnection of Voice and SMS between VFUK and other operators and mobile usage from Vodafone customers roaming abroad.

- Delivered timely month-end close processes each month. Ensured that Interconnect and Roaming figures were accurately posted and available in financial reporting for WD3 deadlines
- Created new reporting formats and added those into BAU processes and MEC
- Continues work on a project from my previous role to reconcile payments to Spotify for Red Entertainment customers. Involving using Python to pull data from and compare large datasets and worked with Customer Experience to disable Spotify premium accounts as necessary. Delivered a saving of £40k per month with further savings to follow
- Updated Roaming posting processes to integrate newly available reporting greatly improving accuracy of segmentation posting. This also allowed me to identify significant overuse issues with Roaming data usage and prevent monetary loss to Vodafone UK
- Identified and corrected issues within existing Interconnect processes
- Attended meetings with senior stakeholders to provide detailed commentary
- Wrote new detailed process documents for the entire role to prevent knowledge loss during role transitions

Vodafone UK, June 2018 – September 2020 – Revenue Accounting Analyst - Content

My first role in the Revenue & Margin team as part of the Financial Operations function at Vodafone. I primarily dealt with Content, which includes phone-paid services, Consumer IoT and Red Entertainment inclusive content. This role involved stakeholders within Vodafone and external third party partners. My responsibilities included:

- Working in Access and Excel, collate traffic data and rate and process it in order to produce the cost and revenue figures for each product
- Acting as FinOps SPOC on ongoing reporting projects including Enhanced Content Reporting and a Charge to Bill Segmentation report. Responsible for taking data from these reports and using to reconcile against other VF sources and external data, identifying discrepancies and escalating them where needed
- Managed the process of revenue share payments to partners from beginning to end: generating statements for distribution to partners, ensuring accuracy and completeness of payments, seeking approvals for payments from stakeholders up to SLT level and loading payment journals into SAP for use by the AP team at the SSC.
- Using rated traffic, created a number of reports for internal stakeholders in the FP&A teams and B2B Enablers team
- First point of contact for third party partners when dealing with accounting queries

Newbury Investments UK, October 2016 – September 2017 - Credit Office Manager

As Credit Office Manager for one of NIUK's subsidiary companies, Decco Ltd, I had a team of 6 credit controllers which reported directly to me. They supervised credit accounts across 12 branches. I took on these new responsibilities in addition to those in my previous role which I continued to do for Decco Ltd.

- Monitored the performance of team members with regular 1 to 1 reviews and intervened where problems arose that they could not manage
- Coordinated with solicitors on legal cases from beginning to end
- Kept track of financial returns on major customers, identifying areas of risk
- Created monthly and end of year reports that were distributed company wide
- Regularly reported to the Chief Operating Officer on credit matters and spoke with branch managers on the state of their ledgers
- Responsible for reviewing applications for job openings and interviewing candidates

Taylor & Francis Group, May 2017 – June 2017 – Marketing Work Experience Placement

During this two week placement, I assisted in marketing the medical list in professional team for books and gained experience in a number of areas:

- How to work in Einstein and Marketing Cloud to create and edit email campaigns, pulling and organising information on upcoming publications and using it to generate new campaigns.
- Scheduled when the campaigns would be sent and which contact lists would receive them
- Created new flyers for distribution at conferences, editing them in Adobe Acrobat
- Created a new landing page for the website using the CMS site
- Uploaded reviews to the website using GT and highlighted useful quotes
- Throughout my time at Taylor & Francis, I kept up to date a tracker in Excel so that my line manager and others could see the progress of the various campaigns I was working on

Newbury Investments UK, February 2015 – October 2016 - Credit Office Trainee

In my first role at this business I supervised credit account applications for three companies that specialise in electrical distribution. They total in excess of £220 million in turnover across more than 35 branches.

- Independently assessed and approved credit account applications based on research of company accounts, director histories and available information
- Frequently liaised with branches on credit matters including approved limits, potential orders and credit risk
- Administered the integration of new acquisitions' customer databases into our own
- Responsible for training and managing the workload of my assistant
- Oversaw a customer database with thousands of active accounts using specialised database systems

GTI Media, January 2015 – February 2015 – Events Promoter (Temporary Role)

Pure, September 2012 – December 2012 – Charity Telephone Fundraiser

Pell and Bales, September 2011 – January 2012 – Charity Telephone Fundraiser

Staples, March 2011 – July 2011 – Store Associate

Key Skills

- Experience in HTML5, CSS and JavaScript
- Advanced skills in Excel including data validation, IF statements, pivot tables and VLOOKUP
- Experience in using SQL and Python
- Experienced in giving presentations in business settings