**THANOO SUTHA**

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**PROFILE**

Quota-surpassing sales and management professional with years of experience in both independent and commercial business development and leading teams. Multi-award-winning salesperson, with a proven track record in retail, B2C and B2B sales across various positions. Commercially aware individual who always strives to provide innovative solutions to business problems and identify areas for growth while thriving in high pressure scenarios.

**SKILLS/ATTRIBUTES**

* Excellent sales skills and effective communicator – excelling in stakeholder management
* Leadership abilities and a consistent record in managing highly successful sales teams
* Regularly exceeding targets as an individual salesperson and as a sales manager
* Experience in recruiting, coaching, developing staff and managing performance
* Key account management ensuring customer satisfaction and growing repeat business
* Skilled in business development for both commercial and retail sectors
* Competent knowledge of compliance and succeeding in regulatory sales environments
* Exceptional delivery in telesales and telemarketing
* Highly proficient in managing and using various CRM software
* Analysing commercial metrics and identifying areas for growth and implementation

**WORK EXPERIENCE**

#### Chillfrost – Account Executive December 2023 - Present

* End to end management of the entire sales process from prospecting to on boarding new customers.
* Leading and managing telesales and telemarketing campaigns
* Leading business development for the consumer, trade and B2B channels
* Responsible for recruiting new clientele – both trade and end users and managing their accounts and ongoing orders.
* Being proficient in data organisation and organisational analysis – using various software like Sage, HubSpot, Google Sheets.
* Responsible for hitting monthly, quarterly and bi-annual sales revenue targets covering various KPIs.

#### Soma Solicitors – Legal Assistant June 2023 – November 2023

* Assisted solicitors in procurement and preparing and processing of legal documentation.
* Responsible for dealing with both residential and commercial cases.
* End to end management of the entire conveyancing process to ensure SLA expectations are met.
* Customer Relationship management responsibilities to safeguard client satisfaction as well as the firm’s reputation amongst key stakeholders.

#### Three – Sales Manager October 2022 – October 2023

* Managed a team of 16 sales advisors in one of the company’s flagship stores (White City).
* Responsible for team hitting monthly sales targets & ensuring individuals delivered on KPIs.
* Leading business development for retail and B2B channels
* Required to train underperforming staff on sales skills and compliance standards.
* Won Sales Manager of the month in December 2022.
* Won Store of the Month in May 2023.

#### EE – Store Manager April 2014 – September 2022

* Started my career as a Sales Advisor and received various promotions from Senior Sales Advisor to Assistant Manager and eventually Store Manager.
* Managed teams in a variety of locations including Edgware, Wembley, Harrow and Greenford stores, to ensure these locations reached target after recruiting and training staff.
* Managed several of the firm’s flagship stores (Brent Cross, Wembley) and was responsible for a team of 24 sales advisors.
* Led a solo project for the Regional Manager going store to store in every store in the region (24 stores) challenged with and succeeding in showing them how to hit target and increase revenue and implement sales techniques by taking charge of the stores for a period
* Developed a strong knowledge of commercial B2B sales and tasked with optimising growth in this area with a sharp focus on client retention.
* Won numerous awards as an Advisor including a regional award (Sales Advisor of the Year in 2015) and a national award (BEST Retail Hero of the Year 2017).
* Awarded Assistant Manager of the Month six times during tenure.
* Acquired national management qualifications – IfATE Retail Manager Level 4 (Distinction) and IfATE Retail Manager Level 3 (Distinction).

#### Ladbrokes – IT Service Desk Analyst April 2014 – September 2014

* Providing solutions to technical IT problems.
* Resolving problems for both hardware and software related issues.
* Developing preventative measures as well as resources and guides to avoid reoccurring faults.

**EDUCATION**

Middlesex University – Computer Science  
Kings College School Wimbledon – International Baccalaureate   
Haberdasher’s Aske’s Boys School – Secondary Education

**REFERENCES** - Available