

Maxine Sturgis | Business Manager

London

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Professional Profile

A proven and professional Business Manager, who demonstrates a strong work knowledge of business operations, with a key focus towards business growth and expansion.

Successfully working in synergy with CEOs ensuring the integral running and conduct of a business, leading organisations through change and development. Experienced primarily in the fields of sales and marketing, working across media, hotel, and insurance industries aiding efficiencies within. Qualified BA (Honours) in Business Management, proficient in growing sale, revenues and profits whilst keeping teams happy and motivated.

Core Skills

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|----------------------------------|------------------------------------|
| • Microsoft Office Suite | • CRM Systems |
| • Marketing Campaigns | • Budget Planning |
| • Leadership & Development | • BA (Honours) Business Management |
| • Business Regulations Knowledge | • Sales Management |
| • Business Acumen | • Stakeholder Engagement |

Career Summary

Feb 2024 - Present

The Media Hub, London
Business Manager

Outline

Here at The Media Hub, I play an integral part of our client services function by handling client relationships and serving as the face of the organisation in a lead role, responsible for handling complex clients and issues by bringing proactive strategies to the table helping to grow sales.

Key Responsibilities

- Nurturing and leading a team of specialists in their pursuit to develop their careers as media managers
- Supporting clients with planning and developing a budget and delivering campaigns according to the KPIs agreed
- Leading daily client engagements and strategy discussions
- Providing guidance on product optimisations to ensure campaigns are set up for success
- Managing keyword selection and optimum bid levels across available advertising options
- Developing and managing daily, weekly and monthly reporting, analytics and performance insights for digital marketing campaigns
- Establish key metric report, tracking process and trends, and effectively communicating campaign results and insights
- Creating, testing, measuring and analysing customer shopping and purchasing behaviours for improved outcomes
- Reviewing search and display campaign activity daily whilst providing analysis on a weekly and monthly basis
- Working in partnership with teams to help identify new opportunities for clients under management, and to promptly identify and resolve any client issues

Key Achievements

- Increased sales revenues by £100k by performing a new sales initiative
- Highlighted an opportunity for significant expansion and increased revenue by 70%