

Curriculum Vitae

JAMIE LETTS

I am a successful and driven General Manager with significant operational and management experience. My leadership approach has been instrumental in the success of the companies I have worked for. I am intelligent, reliable, and motivated by implementing and managing operational strategies to heighten business performance. I have a creative mindset and I'm passionate about building innovative solutions while working within a team. I am now focusing on harnessing my skills and progressing my career by finding an exciting, new, and dynamic opportunity in operations.

Key attributes and experience;

1. Meeting deadlines and targets, personally and within a team.
2. Building rapport with all levels of stake holders and sustaining strong relationships.
3. A broad understanding of financial metrics and reporting.
4. Highly motivated and success driven.
5. Implementing and delivering new business strategies and systems.

CAREER HISTORY

12x3 Boxing, General Manager. 11/2019 – Present

- Responsible for a team of coaches and FOH, day-to-day operations, staff rota, payroll, P&L reporting and the success of the gym and its classes. Working closely with the directors and investors with weekly meetings and reporting to ensure targets are met and delivered on time.
- Work alongside the accounts team to develop accurate forecasting to allow efficient planning for future revenue and sales in line with our long-term goals. This experience has taught me the importance of preparation and understanding every detail to ensure a successful outcome.
- Brought more structure to daily operations allowing improved customer service and boosting staff morale while redesigning the timetable and classes. This created a preferable offering to members which helped increase a thriving atmosphere within the gym. This shows my ability to spot opportunities for change and the awareness of how to implement the solutions needed successfully.
- Introduced the team to new codes of conduct through understanding the member's needs, which has helped the gym reach its most successful months to date. Knowing how best to manage and motivate the team is a key aspect of this success.
- Experience in support and training, mentoring, and helping staff develop their careers regardless of their background or experience.
- My role is highly interactive with our members and clients and to me, building strong, lasting relationships is one of the most rewarding parts of the job. Customer interaction is not only something I see as incredibly important but it's also one of the biggest perks, because of this, building rapport comes naturally to me.

Morefit Strength Coach, Go Mammoth Class Instructor & Personal Trainer. 05/2016 – 11/2019

- Morefit and Go Mammoth are studios with limited luxuries. This emphasises the importance of delivering excellence in training, customer service, class creativity, and atmosphere. I saw great success in my classes because of this and delivering excellence is an ethos I continue to carry in all aspects of work.
- At Morefit, as we (the PT's) were self-employed, client retention and membership sales were reliant on us. I drove sales up and held the highest conversion rate for trials to memberships. This proves I have a strong understanding of the importance in building rapport and learning the needs of clients / members and then bridging the gap to meet them with the required solutions. It is this collaborative approach that has helped increase sales and membership numbers in my other managerial roles.
- I introduced new classes to Go Mammoth and Morefit, which were all popular and scored high reviews. This demonstrates my creative side as well as my ability to implement new ideas and make them work.

Yellow Print, Studio Manager. 05/2013 – 07/2017

- Increased revenue by an average of 25% by concentrating on 3 key aspects. Increasing sales, client retention and customer satisfaction. With increased demand came a huge amount of work so efficiency within the team (production and sales) soon became the 4th key aspect.
- Responsible for setting the benchmark for most revenue generated in one month from £26,500 to £41,000. This led to Yellow Print to seeing its most successful year at the time.
- Working in a very busy, high-pressure environment, with a large list of clients who rely on our efficiency and high quality of work.
- Heavily customer focused with constant interaction.

OTHER MANAGEMENT ROLES

The Draft House, Assistant Manager / Beverage Manager 05/2012 – 05/2013

The Black Swan, Supervisor. 03/2011 – 05/2012

Shred-it, Dubai, Area Sales Manager. 01/2009 – 01/2011

These roles have helped me gain the following skill set;

- The ability to operate well under the pressure from busy bars, multiple staff management, high demanding sales roles and ensuring deadlines are met.
- Learning consultative methods and applying them to all aspects of interaction within a workplace.
- Developed a strong understanding of cultures and their differences while living in Dubai, which is crucial when working with diverse groups of people.
- Great time management.
- Building lasting relationships with clients, buyers, sellers, and other consultants by 'breaking the ice' with genuine interest and thoughtful open-ended questions.
- Experience in tailoring my approach to the various stake holders within a business to ensure optimum success and personal and interpersonal relationships.
- Due to the busy nature of pubs and bars, the large number of employees and diverse clientele that is driven by the interaction and performance of its staff and managers, these experiences have proven extremely beneficial throughout my various careers in management.

QUALIFICATIONS

Premiere Training International, Finsbury Park - 05/2016

Active IQ Level 3 Certificate in Personal Training QCF (REPs Level 3)

Emergency First Aid Qualified 01/2020

The London College UCK, Graphic Design - 01/2011 – 01/2013

BTEC HNC Diploma - Merit

Wellington College, Crowthorne, Berkshire – 1997-2002

A2 Level – Art - A, Biology - D, Geography – D

GCSE – Art - A*, Maths - A, English Language - A, Geography - B, French - B,

Biology - B, Chemistry - B, Physics - B, English Literature - B, History – C

Key achievements

Brown belt kickboxer with 3 fights representing my club.

100-mile cycle and two half marathons for charities Back Up, Hope House and The Wren Project.

Hobbies/Interest

Boxing, general health and fitness, cuisine, travel, a broad spectrum of music, film, and sport.