

Cindy Eveleigh
Curriculum Vitae
2013

CINDY LOUISE EVELEIGH

PERSONAL DETAILS

Name: Cindy Louise Eveleigh
I.D. Number: 810901 0060 0086
Date of Birth: 01/09/81
Age: 31
Languages: English, Afrikaans.
Health: Very Good
Drivers License: Yes, Code B
Address: 17 Mont Blanc, Flufftail Close, Somerset Ridge, Somerset West, 7130
Contact Numbers: Mobile: 071 606 4594
Email Address: cindypretorius@hotmail.com
Criminal Record: none
Marital Status: Married
Number of Dependents: None

SCHOOL CAREER

School Attended: Rustenburg Girls High School
Rondebosch, Cape Town
Subjects Completed: English, Afrikaans, Geography, Biology,
Art, Graphic Art
Specific Achievements: House Captain
Qualification Attained: Matriculation Exemption 1999

TERTIARY EDUCATION

College Attended: Varsity College,
Rondebosch, Cape Town
Qualifications Attained: Principles of Public Relations 2005
College Attended: Isa Carstens Health and Skincare Academy
Stellenbosch
Qualifications Attained: SAAHSP Skincare
SAAHSP Body care
British Confederation Aesthetics
British Confederation Body
British Confederation Advanced Aesthetic Treatments
British Confederation Advanced Body Treatments
Cidesco Skin and Body
Isa Carstens Health and Skincare Diploma
EDUMed First Aid level 1
Introductory MS Excel 2000
Dermalogica Product Technology
Dermalogica Facial Works
Gatinuae Diploma
RVB Diploma
Attestation Drainage Manuel Vodder
Eve Taylor Clinical Aromatherapy Diploma
India Head Massage

*Certificates available on request; 2001

SKILLS AND QUALITIES

- Able to work irregular hours
- Work well with the Public and Peers
- Excellent communications Skills
- Honest and Loyal
- Excellent Organization Skills
- Work well in stressful conditions
- Excellent command of the English Language
- Computer Literate
- Neat and presentable

PROFESSIONAL CAREER

- Asara Wine Estate and Hotel

Position: National Sales Manager

Period Worked: March 2013- to Date

Duties and Objectives: Managing National Sales of wine for Asara.
Maintaining and growing national sales to both on and off consumption.
Dealing with Major retailers regarding the listing of products.
Conceptualizing and realizing the National Christmas gift for Major Retailers.
Overseeing all activity of the reps. and visiting clients with Reps
Nationally & managing reps in various territories.
Monitoring performance of Reps very closely and appraising performance.
Providing sales reports.
Supply market feed back every month.
Set up all promotions, waiters training, menu inserts.
Assist at wine Shows.
Arrange and attend farm visits with clients.
Negotiate various deals with clients.
Implement and monitor deals in place.
Taste wines with clients and facilitating listings.
Assist with deliveries when needed.
Liaising and managing distribution channels.
National travel, on a bi-monthly basis.
Attending National Shows and Events.
Budgeting.
Liaising with external Marketing Company
Overseeing and managing staff (chefs, winemaker etc.) when attending off site events (e.g. Taste)
Researching alternatives to current suppliers
Appraising office admin staff.
Managing wine office staff.

Additional Achievements: Grew National Sales by roughly 30% (Rand Value) and roughly 90% (unit Sales)

Reason for seeking employment: Terms of employment not honoured by employer

- Bilton Wines

Position: Bilton Wines Sales and Marketing Consultant

Period Worked: March 2012- March 2013

Duties and Objectives: Growing Customer base and representing Bilton in both on and off consumption.
Attending various functions to represent Bilton Wines.
Setting up of a national Sales team, including Garden Route and Johannesburg and finding the appropriate candidate to represent Bilton.

Set up all promotions, waiters training etc.
 Negotiate deals with clients. Handle and manage social media.
 Organize Wine Launches.
 Oversea the tasting room and manage the staff.
 Assist with training Tasting centre staff. Assist with Cellar tours.
 Taste wines with trade, private and public.
 Supply feedback on a weekly basis of activities.
 Handle all liaisons regarding weddings and functions. Supply all Marketing Material for media and publications.
 Handle all Marketing and sales requirements of Bilton Wines.

Additional Achievements: Grew sales nationally by 62%.
 Additional course: NA
 Reason for Leaving: Was contracted for a year, and contract expired and felt that the farm was not in a stable enough position to maintain my employment.

- Meridian Wine Merchants

Position: Haute Cabriere Sales Consultant
 Period Worked: March 2010- March 2012
 Duties and Objectives: Maintaining and growing the customer base, Representing Haute Cabriere in both on and off Con.
 Attending various functions to represent and assist Haute Cabriere,
 Set up all promotions, waiters training, menu inserts.
 Assist at wine Shows.
 Arrange and attend farm visits with clients.
 Negotiate various deals with clients.
 Implement and monitor deals in place.
 Supply market feed back every month to show accountability.
 Taste wines with clients to ensure listings.
 Assist with deliveries when needed.

Additional course: South African Wine Course. (Cape Wine Academy)
 Reason for Leaving NA

- PB Liquor Merchants

Position: Wine Consultant
 Period Worked: September 2009- March 2010
 Duties and Objective: Cold calling on existing and potential clients,
 Representing the Perdeberg wines to the on-consumption trade, attending Promotions at various restaurants,
 Responsible for after sales service with various establishments,
 Assisting with formal and informal wine tastings,
 Growing the various brands in the trade,
 Negotiating deals with various clients for promotional items,
 Stock control at the warehousing facilities at First Foods,
 Training of waiters on the various wines listed.

Reason For Leaving: Got offered a job at Meridian representing Haute Cabriere

- Home of Origin Wine

Position: Export Sales
 Period Worked: September 2008 – May 2009
 Duties and Objectives: Researching and contacting new and potential clients.

Organizing upcoming international trade Fairs.
 Quoting, calculating quotes,
 Dealing with both Bulk Wine and bottled wine, selling both bulk and bottled Wines.
 Assisting with general duties researching Countries and their market trends.
 Understanding and learning the export procedures for all Respective countries dealt with.

Reason for leaving: Retrenchment.

- Premium Southern Wines

Position: Brand Ambassador
 Period Worked: March 2008- June 2008
 Duties and Objectives:

Cold calling on potential clients,
 Creating a Brand image,
 Doing all the marketing and creating brand awareness,
 Attending promotions at various restaurants and liquor outlets,
 Responsible for after sales service,
 Assisting with formal and informal wine tastings,
 Responsible for deliveries in outlying areas,

Reason for Leaving: Unrealistic expectations of both parties (Bad decision on both parties sides)

- Zevenwacht Wines (Pty) Ltd

Position: Sales Representative
 Period Worked: September 2006- March 2008
 Duties and Objective:

Cold calling on existing and potential clients,
 Representing company at various cheese and wine festivals,
 Attending promotions at various restaurants and liquor outlets,
 Responsible for after sales service with various establishments,
 Assisting with formal and informal wine tastings, Responsible for deliveries in outlying areas,

Additional Course: Front of House (Cape Wine Academy)

Reason For Leaving: Hope to further career

- Cash Tiles, Bath and Sanitary ware

Position: Architectural Representative
 Period Worked: May 2005- August 2006
 Duties and Objective:

Cold Calling on Clients, building and maintaining, Working relationships with clients,
 Maintaining and Achieving Sales targets, ensuring client satisfaction,
 Offering after sales service.

Reason for Leaving: To further my career within the wine industry.

- D'Vine Restaurant @ Willowbrook Lodge

Position: Restaurant Manager
 Period Worked: January 2004- November 2004
 Duties and Objective:

Co-ordinate and supervision of waitrons, Ensure smooth And effective running of the restaurant, Client liaisons and Client Care, Event Organization, Function Co-ordination, Liaisons with suppliers, Sourcing VIP guests, gaining Sponsorship for Charity Events, Beverage control, Invoice Work, Sales, Presentation of the evening Menu.

Reason for Leaving: Lack of growth Potential

- Health Matters and Skincare Clinic
Position: Part time Skincare Therapist
Period worked: May 2004- September 2008
Duties and Objective: To perform Skincare treatments, Sales of Products, Maintain and strengthen client relations.
Reason for Leaving: My focus shifted to the Wine industry and I purely lacked the time to continue helping.
- Indulgence Health and Body Care
Position: Independently Employed
Period Worked: December 2002- January 2004
Duties and Objective: Too source Hotels and Clients to Work with, Advertising, Sales of treatments and products to clients, Time Management, Overall running and Management of the Business. Bookkeeping.
Reason for Leaving: Seasonal Work not keeping me busy enough
- CJ's on the Square
Position: Head Waitress
Period Worked: September 2000- March 2001
Duties and Objective: Waiting Tables, Sales to Clients
Reason for leaving: Needed to focus on Studies
- LJ's Pizzeria
Position: Waitron
Period Worked: August 1998- May 2001
Duties and Objective: Waiting tables, Sales to Customers, Bar Sales
Reason for Leaving: Needed to focus on Studies
- Keg and Quail
Position: Waitron
Period Worked: November 1997- August 1998
Duties and Objective: Waiting Tables, Client Sales, Bar Sales
Reason for leaving: Offered alternative employment

REFERENCES

- Mark Lewis
Dem-Inter (International Business consultant) (Consulted at Bilton Wines)
Director
mark.lewis@dem-inter.com
- Christiane Von Armin
Haute Cabriere
Marketing Manager
021 876 8500
christiane@cabriere.co.za
- Anita Everson
Home of Origin Wine
Warehouse Manager
021 865 8125/ 083 642 9252
- Denise Johnson:
Zevenwacht Wine Farm
021 903 5123/ 082 653 3230
- Anton Bekker:
Willowbrook Lodge
083 629 4428