I am a driven and creative professional. I have extensive experience in multiple environments, including Direct Marketing; Telemarketing; Retail and Sales.

I am an entrepreneur by nature being a conscientious person who works hard and pays attention to detail, always looking to increase my skill set.

I am currently looking for a position within an organization where I can utilise my existing skills to increase company profits.

**Employment History**

**2012-2019: SELF EMPLOYED**

**PITNEY BOWES - ABC - F1RST- WINTERS  
Direct Marketing/Telemarketing/Retail and Sales**

* **DIRECT MARKETING/TELEMARKETING/SALES**
* **ACCOUNT ACQUISITION & RETENTION**
* **LEAD GENERATION & QUALIFICATION**
* **TERRITORY MANAGEMENT & CUSTOMER SUPPORT**
* **B2B/B2C LEAD GENERATION/SALES**
* **RETAIL AND SALES**

While representing Pitney Bowes Acquisition and Retention department I created a unique client relationship process which enabled me to perfect my trade craft.

Following on from Pitney Bowes I challenged my sales and marketing techniques while managing a Call Centre for Advanced Business Consultancy. This involved marketing products including work place pensions, educational platforms (Sam Learning), VOIP and cloud services.

While leading a B2C specialist team representing Abacus Wills & Trusts, I transformed the way ABC generated leads using the BANT formula. This directly influenced the tripling of qualified leads.

Following the BANT format I headed a team of 8 generating on average 40 qualified leads per day, a quarter of these created by myself.

I currently canvass for Winters Website Design and Management and retail products and services through online portals including Amazon; eBay; and Facebook.

**2012-2012:**

**ESR SERVICES, COLCHESTER**

**Retail Manager.**

* **OPERATIONAL/FINANCIAL MANAGEMENT**
* **SALES AND MARKETING**
* **KPI MANAGEMENT AND CONTROL**

Using my 10 years experience in retail, using a mix of marketing and cost cutting measures, I rescued this struggling store within three months, increasing its revenue 3 fold. I held these new figures for 9 months until the business was sold.

**2010-2012: 2003-2009:**

**CHARLES BIRCH, LONDON**

**Retail Manager.**

* **OPERATIONAL/FINANCIAL MANAGEMENT**
* **SALES AND MARKETING**
* **KPI MANAGEMENT AND CONTROL**

I worked for Charles Birch for over 8 years. I was a lead sales person for their flagship Edgware store. I also worked as a troubleshooter for new and existing stores raising the benchmark of what was expected.

I coached staff on sales techniques allowing them to reach KPI goals and provided them with the skill set needed to exceed key financial objectives

**2000-2003:**

**THORPE DIGITAL, NORWICH**

**Telecommunications Engineer.**

**1996 - 2000:**

**SELF EMPLOYED, EAST ANGLIA**

**Direct/Telemarketing/Sales: O2 Mobile Phones**

**Key Skills**

**Account Acquisition & Retention**

**Lead Generation & Qualification**

**Territory/Client Management**

**Direct Marketing**

**Telemarketing**

**B2B/C Marketing & Sale**

**Retail**

**Point of Sale Systems (POS)**

**Operational Management**

**Financial Management**

**Profit & Loss Account**

**Sales Forecasting**

**Sales & Marketing**

**Merchandise Control**

**ICT/Microsoft Office/CRM**