

Rukhsana Wasiak

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S U M M A R Y

A dedicated Account manager with excellent skills in managing, building and strengthening relationships with internal and external stakeholders. Strong networker with a decisive leadership style. Able to manage customer needs in forward-thinking and analytical manner. Seeking a dynamic, fast-paced position.

S K I L L S

Sales Expertise | Marketing | Relationship-Building | HTML | JavaScript | CSS | Python | SQL | Technical Support
| Business Development | Social Media Management | Sales Forecasting | Design | Excel | Merchandising

EXPERIENCE

BD EXECUTIVE / ADVANCED MARCH 2022-PRESENT

- *SALESFORCE TO GENERATE NEW BUSINESS*
- *USE OF SALESLOFT TO APPROACH PROSPECTS*
- *IN DEPTH KNOWLEDGE OF THE ADVANCED AQUISITONS*
- *COMMUNICATING WITH PROSPECTS TO CONVERT TO SALES QUALIFIED LEADS*
- *WORKING TO EXCEED KPIS*

ACCOUNT ADVISOR / NEWFLEX / JAN 22-MARCH 22

- *driving conversion of call opportunities to viewings*
- *Working to achieve and succeed team targets*
- *building positive relationships and nurtured credible relationships with internal/ external brokers*
- *promoting a family of brands owned by newflex*
- *populating and updating client records to improve accuracy, excellent diary management*

- *liaised with third party booking platforms to ensure listings are up to date with current availability*
- *Detailed record keeping via Leadman software*
- *Working Leads to convert to sales*

ACCOUNT MANGER |JOHN LEWIS| 2017-2020

- *Identified lucrative business prospects through cold calling, networking, marketing and database leads.*
- *Communicated regularly with territory, regional, and strategic managers for daily support and strategic planning for accounts.*
- *Consistently met and exceeded department expectations for productivity and accuracy levels.*
- *Trained and coached a team of 2 sales professionals focused on servicing sales accounts.*
- *Expanded customer base by identifying needs, developing solutions and delivering client-centered products.*
- *Consistently hit and exceeded sales goals maintaining a top 10 UK store position*
- *Maximized profit opportunities by effectively managing time and resources to meet sales objectives.*
- *Boosted team profits with efficient time and resource management focused on meeting and exceeding sales targets.*

OPERATIONS MANAGER|THE GENTLEMAN BARBERS|2015-2017

- *Opened new store location and assisted in recruiting and training new staff managing day-to-day operations for a large independent store*
- *Proactively identified and solved complex problems that impacted operations management and business direction.*
- *Managed team of 10+ employees concentrated in Birmingham area.*
- *Built loyal customer base by delivering excellent service and making in-demand products available.*
- *Collaborated with senior executives to design and implement innovative objectives to market retail products.*
- *Increased profits by restructuring store layouts, enabling more efficient inventory management, financial planning and sales performance metric analysis.*

ACCOUNT MANAGER|SISLEY|2014 -2015

- *Managed existing portfolio and potential leads using in house CRM systems*
- *Developed accurate sales forecasts by analysing sales feedback and wrote reports for senior leadership.*

- *Delivered a high level of service to clients to both maintain and extend the relationships for future business opportunities.*
- *Planned and led regular training sessions to promote sales team professional development and sales goal reinforcement.*

EDUCATION

CODECADEMY| 2021-2022| BIRMINGHAM

Full Stack Web Development

Completed front end engineer course and currently enjoying learning about back end engineering in my spare time.

TEFL | Birmingham

Taught English abroad whilst participating in workshops for women who suffered domestic violence

UCB

BA Hons Graphic Design| UCB| Birmingham

2:1 Studied Visual Communication which included brand design and photography

GITHUB

[HTTPS://GITHUB.COM/ROXYWASIAK](https://github.com/ROXYWASIAK)

HOBBIES

I enjoy experimenting with food, live music, film, skiing, and time with my family.