

April Harulow

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## **Personal Profile**

I am a highly-successful Agency Manager with vast experience working in business administration, account management and finance roles. I feel my previous and current work experiences within the social housing and education sectors has allowed me to gain varied skillsets, enabling me to be a versatile team member and able to manage multiple projects well and ensure they all complete to a high standard.

I am upbeat, honest and approachable and pride myself on my excellent communication skills, I am confident when dealing with a mixed level of colleagues, clients, suppliers and other stakeholders.

I am confident and enjoy mentoring, directing and overseeing colleagues and enjoy building lasting relationships to ensure the working environment is both rewarding and conducive to achieving business goals. However, I am also able and enjoy working alone on projects.

In September 2023 I completed my Level 5 ILM Diploma in Leadership and Management, I found this qualification hugely beneficial and has allowed me to grow both personally and professionally. The ILM has given me a better knowledge of both people and business management and allowed me to implement some new procedures in my current role, including a flexible working policy, updated studio processes and established tools for use externally with clients.

I am always seeking new skills to better myself and continually thrive in the face of new challenges.

## **Work History**

Agency Manager

November 2019 – Present

Maxmedia Communications Ltd, Clitheroe

Agency Manager of an award-winning marketing and communications agency, serving a national base of housing clients with turnovers ranging from £10m to £150m, our client base is made up by varied demographics from social rent, shared ownership and supported and specialist housing.

- Led on hundreds of successful projects which included, multichannel campaigns, traditional media outputs and brand development in a high-pressure agency.
- Manage a busy agency and five team members including Graphic Designers and Account Managers. Scheduling all projects and assigning them to a suitable team member managing all diaries to ensure they are up to date and allocate studio hours, produce project production plans, brief team members and ensure outputs meet stringent deadlines, stay within budget while exceeding client expectations.
- Maintain my own accounts, having regular contact with clients to update and communicate around project progress, present visual concepts and ideas, offer support and suggestions on

project enquires. Hold review meetings with clients to gain feedback on completed projects to share with colleagues.

- Oversee all business operations including ordering consumables, organising annual leave, producing quotations and invoices and conducting other financial procedures including monthly reporting and annual forecasting and lead on business administration duties.
- Maintain the agency's project management software, Streamtime, to ensure work remained punctual, profitable and of the highest quality.
- Supported recruitment for the organisation including shortlisting and interviewing candidates in-line with the business plan to support growth objectives.
- Maintain and update all the organisation's policies and procedures, while ensuring appropriate data sharing agreements are completed by clients and suppliers in-line with GDPR and other relevant legislation.
- Leveraged a range of software packages and platforms to ensure successful delivery of internal and external work including Microsoft Office (Word, Excel, Publisher, PowerPoint, Teams and Outlook), HubSpot CRM, MailChimp, Wordpress and Foleon.
- Support on organising, resourcing and external events, including Inside Housing Communications Conference and Affordable Homes Conference.
- Liaise with supplier to ensure best value for money, to retain costs for clients but also making sure jobs are profitable.

Finance Officer

Ribblesdale High School, Clitheroe

January 2011 to November 2019

Leading secondary school with more than 1,300 pupils aged 11-16.

- Ensured all financial procedures at the school were conducted efficiently and effectively, while maintaining the organisation's financial processes and systems.
- Processed and raised invoices and purchase orders, while reconciling petty cash, credit card, trip and expenditure balances.
- Administered the School's banking facility including transferring money between different expenditure accounts.
- Liaised with Senior Leaders, Head of Department and relevant account holders to ensure department budgets were sustained and spent in accordance with the business plan.
- Assisted with forecasting for the upcoming financial year, ensuring budgets were allocated appropriately to meet the needs and objectives of the business.
- Assisted with the School's health and safety function, including maintaining the security door systems and CCTV to ensure safe working practices in accordance with legislation.
- Liaised regularly with a multitude of different suppliers to secure high-quality, cost-effective products and services for the School – including suppliers, furniture and lease contracts.
- Conducted pre-employment legal checks and first-week induction programmes to ensure new colleagues felt welcomed and immersed in the School's culture.
- Oversaw two busy reception areas and staff ensuring procedures were being fulfilled correctly and in line with current guidance.
- Leveraged a range of software packages including Microsoft Office (Word, Excel, Publisher and Outlook), Schools FMS and Cash Office.

### PA to the Headteacher (Maternity Cover)

July 2009 to September 2010

Ribblesdale High School, Clitheroe

Leading secondary school with more than 1,300 pupils aged 11-16.

- Served as a support colleague and confidant to the School's Headteacher and SLT team, managing all matters associated with this post including secretarial and administrative functions.
- Completed a range of administrative tasks including organising job adverts, application forms, sending for references and ensuring interviews ran smoothly.
- Liaised with governors and stakeholders ensuring they had accurate and timely information pertaining to upcoming meetings and briefings.
- Transcribed and minuted meetings for the Senior Leadership Team, ensuring the contents of each meeting was recorded accurately.
- Supported the organisation of a number of large events to drive pupil recruitment and retention, including open evenings, parents' evenings and welcome evenings.
- Leveraged a range of software packages including Microsoft Office (Word, Excel, Publisher and Outlook).

### Receptionist

October 2007 to January 2011

Ribblesdale High School, Clitheroe

Leading secondary school with more than 1,300 pupils aged 11-16.

- Worked on a busy reception taking phone calls, dealing with email enquiries, typing letters, stuffing envelopes and signposting people to relevant departments.
- Provided exceptional customer service to visitors, making them feel welcome and providing refreshments and support in accordance with any queries.
- Organised various events including pupil vaccinations, year group and individual photography, awards evenings and staff events
- Provided first aid and support to staff and pupils where necessary and appropriate, following training and health and safety guidance.
- Leveraged a range of software packages including Microsoft Office (Word, Excel, Publisher and Outlook).

### Education and Qualifications

Sept 22 – July 23	Institute for Leadership & Management Level 5 Diploma	Blackburn College
Feb – July 2022	Institute for Leadership & Management Level 3 Certificate	Blackburn College
2010	Level 2 NVQ in Business Administration	Lancashire CC
2004-2005	Apprenticeship in food & Drink Service	Blackburn College
2003-2004	Level 2 NVQ in Leisure & Tourism	St Marys College Balckburn

1998-2003 GCSEs- 8 grades B-D

Ribblesdale High School

**Specialised Training and Courses**

Procurement awareness sessions

FMS 6 advanced user

Schools Cash office for new users

Safeguarding – Keeping Children Safe in Education

Microsoft Teams training

Microsoft Excel training

Well-being Ambassador Training

Annual Safeguarding Adults and Children online training