



LIAM BIRCHAM

Account Director

CAREER GOALS

To be an innovator and a driving force in the field I am in. Helping new businesses to achieve their full potential and really make an impact on the success of the brand through experiences.

CORE STRENGTHS

- Client relationship building
- Commercial mindset
- Content Creation / Idea generating
- Social Networking
- Public Relations
- Strong Communication Skills
- The ability to connect
- Project Management



Wild Squirrel Recruitment

EMPLOYMENT HISTORY

ACCOUNT DIRECTOR

N2O MARKETING

February 2020 - Present

Commercial lead on key strategic accounts within the business, retention & new business.

Heading up our PR & Influencer account and driving this new business forward for domestic & international cosmetic brands.

Planning budgets and events to achieve the strategic brand objectives.

Provide feedback and counsel to account managers to meet objectives set out by the clients.

Conduct performance evaluation using key metrics for each campaign.

Understand customer requirements and needs to offer suitable solutions and generate new business.

Leading and managing a growing team and clients. Building relationships & ensuring client satisfaction is at the heart of what we do.

SENIOR ACCOUNT MANAGER

N2O MARKETING

April 2018 - February 2020

Managing key accounts and activations with brands such as; Hudabeauty, Superdrug, L'Oreal & AllOutBeauty

Developing and managing clients experiential & digital marketing campaigns.

Managing online brand and product campaigns to raise brand awareness.

Leading client meetings, ensure all deadlines are met and managing expectations on results and output.

Overseeing customer account management, including negotiating contracts and agreements to maximise profit.

Building and maintaining strong, long-lasting customer relationships with clients.

Overseeing the social media strategy for the specific campaign requirements.

Understanding analytics and measuring ROI on client campaigns.

COMMERCIAL OPERATIONS MANAGER

THE VIEW FROM THE SHARD

October 2017 - April 2018

Confidently managing projects, overseeing new accounts from development to sign off with Moet & Chandon as the attraction's new Champagne partner.

Creating and curating the company's sellable stock. Commissioning briefs to companies to design and manufacture new products to sell through the attraction.

Monitoring sub-contractors to ensure guidelines are maintained during the creation of two new bars in conjunction with Moet & Chandon. Overseeing the design, build and install.

Creating monthly board reports to be presented to shareholders from Dubai.

Being a budget holder for all areas of commerciality with gross sales of over £20million within the attraction.

Assessing risks and making recommendations based on a thorough analysis of all factors involved in a business situation.

Partnering with internal cross-functional teams to understand customer goals and key performance metrics and exceed our goals.

ACADEMIC HISTORY

PRIOR PRUSGLOVE COLLEGE
September 2005 - June 2007

Courses
AS Level - Statistic

A Level - Drama, Media, General Studies

PERSONAL SKILLS

- Creative spirit
- Excellent communication skills
- Entrepreneurial thinking
- Reliable and professional
- Organised
- Team player
- Fast learner
- Driven

STORE MANAGER

ALLSAINTS

August 2015 - August 2017

Store Trading +10% on previous year in Sales and +12% in Conversion.

Developed 5 employees into new management roles in 12 months.

Management team of 4 all reporting to myself with a team of 15 with this increasing to 25 in peak trading times.

Executed company's visual directives, ensuring the VM standards are at their highest and brand image is well represented through the layout, mannequins and displays.

Covent Garden, Westbourne Grove, Kings Road, Market Place, Camden & One New Change were all the stores I helped support with the area manager.

Effectively manage the P&L within allocated budget.

Ensured all stores adhered to compliance requirements in all areas of operational activity.

Liaised with the buying and merchandising teams regarding the supply of stock in the area to help maximise stock potential.

Monitored the performance and development of store managers to drive and maximise the sales performance throughout the area.

FLAGSHIP STORE MANAGER (HOMECOURT)

ADIDAS

February 2015 - August 2015

Store sales +28% on previous year.

New concept of Adidas sportswear in England within the Bluewater shopping centre. Only 4 Homecourt stores in the world.

Coached 2 junior managers into higher roles.

Management team of 5 all reporting to myself, along with an in store VM and a team of 25 with this increasing to 35 in peak trading times.

Working alongside the Merchandising team to pick the right stock for the location due to the importance and uniqueness of the store.

STORE MANGER

SCHUH

September 2011 - February 2015

Various locations across the UK