

YOUR NAME

9 THE ROAD
NOTOWN
ESSEX
SST 4DY

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A highly motivated, committed and confident individual with over 15-years experience in a commercial environment across various sectors within both B2B and B2C

Key strength areas include the ability to identify opportunities, implement practical solutions and maximise business benefit through understanding and evaluating key information and results

Highly effective communicator and customer focused with emphasis placed upon delivering service excellence; strong influence and negotiation ability, ensuring understanding at all levels

Driven by achievement with capability to manage, plan and organise concurrent tasks and multi-disciplined teams to meet demanding targets and schedules

In possession of inherent interpersonal skills with a proven background in developing professional relationships across both business and consumer environments

KEY ACHIEVEMENTS

Delivered successful Open Weekend Event for new and existing members incorporating kids and adult activities resulting in 60 new members over the course of 2-days

Co-ordinated 3 teams of 16 staff members to complete in-house training schedule within a 7-day deadline, being the first Head of Department to achieve this result in 2005

Doubled the average temporaries business to 130-temps over initial 6-months employment, generating first year turnover in excess of £1 million for Jobs Employment in 1999

PROFESSIONAL SUMMARY

Mr Bloggs Leisure
Sales, Marketing and Member Relations Manager

August 2004 to Date

- Appointed to manage, drive and energise three aligned departments for the net gain of membership sales and retention
- Responsible for the planning and quarterly budget adherence of all sales and marketing strategy within the localised area including promotional material, publicity and advertising
- Maximise targeted streams including the use of demographics, local knowledge, member referral campaigns and events
- Consistently achieve targets and KPI's in each department with a club net gain increasing month on month and with an overall 80% improvement on last year
- Provide support for over 6000 members with ensuring all facilities and services are maintained to the highest standard for optimum experience
- Communicate extensively with Heads of Department and Team Leaders in each area for daily monitoring of club sales and retention and reporting to General and Regional Management
- Set new processes for recovering member cancellations utilising Health & Fitness and Racquets Department Heads to take responsibility of Club Net Gain Retention/Sales
- Plan and implement Member Appreciation Days, Department Clinics, Coffee Mornings and Evening Events with negotiated special offers from local business and service providers
- Implemented aligned promotional gifts and services resulting in increased uptake of internal services including Personal Training and Racquet Coaching
- Currently planning various events for the next quarter including 2 Open Weekends, Corporate Business Lunches and Events as well as Sport and Leisure related 'Days Out' for Members
- Provide HR function for coaching, mentoring, recruitment and appraising a membership team of 12 and sales team of 4
- Act as Duty Manager based on a shift pattern encompassing the opening process of the club through to overseeing the management of all areas; dealing with accidents, incidents, security and departmental/member issues

CV's 4U Ltd

CV and Coaching Consultant

October 2002 to July 2004

- Provided individuals with professional recruitment marketing tools including CVs, Covering Letters, Application Forms and Career Advice
- Responsible for new business development, company marketing and advertising, customer relations, financial accounts and invoicing, recruitment and training
- Liaised extensively with existing and potential clients, affiliated partners and business providers
- Carried out consultancy with clients over both the telephone and face-to-face
- Introduced client referral incentive scheme which accounted for 40% of new business generation
- Increased service offering through maintaining commercial awareness and competitor activity; introduced additional services to exceed customer expectation and improve productivity
- Successfully obtained merchant agreement with Barclaycard to offer e-commerce solution within 6-months; a route normally only granted to business with 2-years audited accounts
- Employed 3-Freelance CV Writers within the first year to accommodate customer demand
- Designed corporate website to exceed expectation and develop business opportunity online

Mesco Stores Plc

Personnel Manager

May 2002 – September 2002

- Management of Personnel, Training, Reception and Staff Utilities; responsible for recruitment, pay reviews, staff appraisals, H&S, employment law, grievance and disciplinary
- Extensive communication with customer, senior management, internal and external personnel
- Provided confidential and non-judgemental advice and assistance to staff
- Maintained training and development schedules against target; achieved 100% compliance
- Identified and influenced senior store management with the re-alignment of departmental structuring to allow for customer and quality levels to be maintained at peak trading times

Jobs Employment Ltd

Branch Manager
Recruitment Consultant

May 2001 – May 2002
July 1999 – May 2001

- Managed a team of 3, responsible for the business development and growth of both branches
- Carried out extensive sales calls to both existing and prospective clients involving visits to client premises for the promotion of recruitment services
- Delivered weekly advertising solutions to generate awareness and attract applicants for client vacancies and temporary requirements; interviewed and referenced all candidates
- Actively involved with regular management meetings for business growth, P&L and marketing
- Developed a lost client into a sole agreement generating 40+ temporaries per week and secured all permanent vacancies

PREVIOUS ROLES

- Johns Plumbing, Account Executive 1998 – 1999
- Country air, Branch Manager 1995 – 1998
- Clothing and stuff, Concessions Administrator 1992 – 1995
- Mrs Perkins, Retail Assistant 1991 – 1992

TRAINING & QUALIFICATIONS

CSCV Certificate in CV writing
BSC Hons English Literature
3 GCSE's English Language A, Literature B and Mathematics A
PC Literacy: MS Word, Excel (intermediate level) PowerPoint (advanced) Outlook (basic)

PERSONAL DETAILS

Date of Birth: 25th December 2008
Nationality: British
Driving Status: Full Clean UK Licence – Car Owner
Interests: Yoga, and Travelling