**JOHN SMITH**

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**Senior Sales Executive • Communications • Business Development Manager • Director of Marketing**

Accomplished, senior marketing professional with 23 years’ leadership experience in:

Marketing, Advertising, New Business Development, Market Analysis Budget/Cost control, Stakeholder Prioritisation, International Events, New Business Start-ups, Managing Teams

**Leading businesses from start-up to high revenue growth**

**through development of innovative marketing and advertising strategies**

**CAREER HIGHLIGHTS**

* Created £125M in revenue growing start-up shopping centre to 12th world’s largest revenue generator out of 155 within similar ranking (Shoppers Paradise)
* Closed over £40M in agency billings with key clients including Santander, TK Maxx, Homebase, Marks & Spencer (R&B Communications)
* Managed conferences and staged over 150 international events including sporting events, concerts and trade shows for live and televised audiences (Shoppers Paradise)
* Developed marketing plan for web-based communications service for £3B internet professional services provider (Travis Group)
* **Award of Excellence for Outstanding Advertising** (R&B Advertising "Fly High" campaign)

**CAREER HISTORY**

**TRAVIS GROUP** 2009 - Present

**Director of Sales and Marketing**

Responsible for sales, marketing and business development managing a £35M marketing budget for £3B internet professional services provider. Introduced new key clients for promotional advertising, including Samsung and Panasonic. Implemented sales and marketing plan for new corporate venture. Managed and developed a new team of four direct reports. Interface with media, acting as company spokesperson and developed strategic relationships with key members of the press.

* Increased customer base by 47% through loyalty marketing and joint affiliate programmes through direct and indirect marketing channels
* Expedited 64% growth in advertising sales over three-year period
* Developed eCRM-driven data mining systems profiling customer data with specifically targeted advertising messaging for increased corporate revenue
* Built strategic alliances with leading, high profile online firms Maximus.com, Wired, Open Channel

**WYBOSTON HEALTH CENTRE** 2006 - 2009

**Head of Marketing**

Developed sales, marketing and operations infrastructure for well-being health and fitness centre. Recruited and managed sales team of five. Responsible for campaigns, promotions through maximising intranet efficiency. Initiated new revenue stream through innovative fitness programme developed with team of fitness professionals.

* Increased sales revenue by 35% and referrals by 20% with new fitness programme by performing ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs
* Grew business by £1.2M in first year, with 5-10% annual yearly growth
* Raised profile of treatment centre both locally and county-wide by researching and developing new product/treatment possibilities with therapy team to create successful campaigns and market brand awareness
* Won company-wide ‘Best Design Award’ based on creative and innovative design of promotional literature and brochures
* Led successful team to meet and exceed sales targets on a regular basis, in Year 3 smashing the bonus record on a national level by achieving 40% over set targets – team won a holiday in South Africa

**SHOPPERS PARADISE** 2002 - 2006

**Director of Marketing**

Developed marketing, advertising and promotions for largest shopping centre/entertainment complex in Ireland. Monitored and planned a £2.5M marketing budget. Managed three advertising agency staff and team of three marketing professionals. Designed special events, including music concerts and Ireland’s widely-acclaimed annual celebrity fashion show.

* Maximised revenue by £125M over five-year period through successful, prestigious events
* Increased customer foot-fall by over 50% in first year through new marketing campaign and quadrupled customer base by end of year five
* Attained ranking of second largest shopping centre within Europe
* Initiated loyalty-based promotion resulting in over 80% of take-up from shops

**A&L AUTOPARTS** 2000 - 2002

**Marketing Communications Manager**

Managed corporate marketing and communications functions, overseeing a £1.8M budget and team of six. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

* Propelled sales from £1.2M to £4.3M within a three-year period through developing and launching integrated, multi-channel print, catalogue web and direct marketing campaigns
* Generated £1.3M in annual sales through identifying opportunities and leading market launch of 16 new products
* Created web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tool for field reps
* Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year an average of 15% underbudget without compromising business growth goals

**R&B ADVERTISING**  1997 - 2000

**Creative Director**

Overview of creative plan for advertising, marketing and PR agency. Developed marketing programmes for a variety of business-to-business clients. Used an integrated approach to create balanced programmes for clients to build their respective brands and businesses.

* Expanded client base by 78% in three years by consistently delivering goal-surpassing marketing results and ensuring 100% client satisfaction
* Closed new accounts as a member of business-development team, including a £1.8M win with TK Maxx and a £1.5 win with Homebase
* Received commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services

**EDUCATION AND TRAINING**

**MSc in Marketing**, London School of Business and Finance

**BA (Hons) Media & Cultural Studies,** University of the Arts, London

**INTERESTS**

Global traveller - climbed to Mount Everest base camp, enjoys theatre and the arts

**PORTFOLIO UPON REQUEST/AVAILABLE FOR RELOCATION**