

Mark Andrew Symons

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Serviced-focused General Manager dedicated to delivering positive customer experiences to promote loyalty and repeat business. Orchestrates optimal resource utilization to handle expected operational needs. Sales leader with sound judgment, good planning abilities and interpersonal communication strengths.

Dynamic individual with hands-on experience in Business, Hospitality and Tourism, and talent for navigating challenges. Brings strong problem-solving skills and proactive approach to new tasks. Known for adaptability, creativity, and results-oriented mindset. Committed to making meaningful contributions and advancing organizational goals.

Demonstrates strong analytical, communication, and teamwork skills, with proven ability to quickly adapt to new environments. Eager to contribute to team success and further develop professional skills. Brings positive attitude and commitment to continuous learning and growth.

Work history

Social Media Manager - Temp Role

Gippsland Boat Supplies, Traralgon, VIC

June 2025 - Current

- Developed Social Media Advertising Campaign
- Managed sales promotions and marketing strategies on major social media sites.
- Maintained company's social media presence by posting messages, answering posts, and monitoring responses.
- Conducted daily updates to social media profiles to boost company online presence.

General Manager

De Grandi's Winery - The View Function Centre, Traralgon East

June 2023 - May 2025

In my role at De Grandi's Winery and "The View" Restaurant, a newly established start-up, I played a pivotal role in driving the business from its inception to achieving \$288,000 in revenue within the first four months. This significant growth was realized through strategic initiatives including a targeted social media campaign, the introduction of live music events, and the hosting of corporate events, weddings, and social functions. I was instrumental in creating a unique market position by highlighting the region's premier fresh produce and wine selections.

- Managed budget implementations, employee evaluations, and contract details.
- Managed budget implementations, employee reviews, training, schedules, and contract negotiations.
- Developed and implemented strategies to increase sales and profitability.
- Implemented business strategies, increasing revenue, and effectively targeting new markets.
- Interacted well with customers to build connections and nurture relationships.

Sales and Marketing Executive

Narkoojee Wines Gippsland, Glengarry West

January 2021 - June 2023

Narkoojee is recognised in the top 6% of Australian Wineries. A small family run winery producing 6000 cases per year. Responsible for all aspects of Social Media Marketing, Meet the Maker Wine Functions, Opening new markets in Melbourne, Sydney, & ACT and Cellar Door. Responsible for driving sales, expanding the company's customer base, and increasing revenue through strategic sales and marketing initiatives. Key duties include building and maintaining strong client relationships with on-premise and retail partners, identifying new business opportunities, developing sales plans and targets, managing market research and analysis.

General Manager

Higher Ground, La Paz, Bolivia

April 2017 - March 2020

Higher Ground - a Melbourne style cafe in the heart La Paz Bolivia tourist district,, quickly grew

to be recognized as one of La Paz's leading Café/Wine Bar/ Restaurants, popular for international travelers.

- Responsible for every aspect of sales, marketing, and operations.
- Design and development of concept.
- Recruitment and training
- Established and administered operational and sales budgets.
- Deployed service standards, operational procedures, training programs and administrative systems for cash handling, inventory, day to day operations and service minimum service standards highlighting best service practices.
- Capitalized on social media platforms such as Facebook, Instagram, and Google.
- Set up Point of Sale System to measure product sales, inventory, and discount control.
- Developed and implemented strategies to increase sales and profitability.
- Trained and guided team members to maintain high productivity and performance metrics.
- Implemented business strategies, increasing revenue, and effectively targeting new markets.
- Monitored daily cash discrepancies, inventory shrinkage and drive-off.
- Recruited, hired, and trained initial personnel, working to establish key internal functions and outline scope of positions for new organization.

Hotel Manager (live In)

Rendezvous, La Paz, Bolivia

2014 - August 2017

Responsible for all hotel operations, guest satisfaction, staff management, and facility maintenance to ensure superior service and a high-quality guest experience. Responsibilities include managing reservations, housekeeping, food and beverage services, staff training, and marketing.

Tours & Operations Manager

Gravity Downhill, La Paz

October 2011 - October 2016

Gravity Downhill Biking is Bolivia's and South America's leading mountain biking adventure tour company. Over 100,000 riders experienced the once-in-a-lifetime, incredible riding experiences through the Andes.

- Developing, costing and implementation of new tours.
- Develop training programs to include safety procedures, points of interest and historic talking points.
- Training of staff in First Aid and Rope Rescue.
- Recruit, train and assess new guides.
- Increased customer satisfaction by measuring and rewarding high performing guides.
- Maintained Social Media networks to increase our online awareness and presence.
- Gravity continually won many industry awards as the leading tour operator in South America.
- Supervised operations staff and kept employees compliant with company policies and procedures.
- Developed and implemented strategies to maximize customer satisfaction.
- Assisted in recruiting, hiring and training of team members.
- Scheduled employees for shifts, taking into account customer traffic and employee strengths.
- Negotiated price and service with customers and vendors to decrease expenses and increase profit.
- Tracked trends and suggested enhancements to both challenge and refine company's product offerings.

Franchise Business Manager

Inspirations - Vic/SA/Tas, Melbourne

May 2006 - January 2011

Inspirations Paint is Australia's largest franchised network of paint stores, with over 130 stores nationwide. Inspirations Paint is a group of paint stores that supply both professional painters and DIY retail customers. Responsible for over 25 million litres of paint, which is 1-in-every-5 litres of paint sold in Australia.

- Responsible for franchise expansion across Vic/Tas/SA

- Local area marketing setting and controlling marketing budgets
- Help franchisee achieve their sales targets through regular reviews, training, and motivating sales staff.
- Supported franchisees with their end-to-end operational requirements.
- Supported the planning and implemented Annual National Conferences
- Initiated effective sales techniques and drove product sales.
- Planned and project managed the refit of 24 stores into new retail concept across SA, Vic and Tas.
- Forged and nurtured impactful relationships with franchises.
- Maintained routine monthly regional meetings across 6 regions.

Marketing Manager

Artisan Recruitment, Melbourne

March 2005 - April 2006

- Artisan Recruitment had a reputation for outstanding recruitment services to the creative community. Partnering with the national creative industry to source talent across many permanent, temporary and contract roles within the graphic design, digital design and development, communications, production, and account services sectors.
- The role, a 12-month contract to position Artisan Recruitment as the leading choice for designers and design businesses.
- Coordinate branding activities, design and implement new branding strategies.
- Align our business with leading design Institutes.
- Created an annual design award for innovative new talent.
- Enrich careers webpage media with multimedia, posts, and employee testimonials.
- Sponsored and hosted the AGFA awards at Australia Parliament House Canberra, shared the stage with Shaun Micallef.
- Hosted and chaired monthly industry events with leading industry professionals as our guest speakers.

General Manager

Paint Right Australia, Melbourne

January 2001 - February 2005

Paint Right, a buying group of 68 stores. The group desire, create a workable franchising structure with a leading paint manufacturer Wattle. As General Manager I worked with the CEO and Board of Directors, to formulate a workable franchising business model, while, at the same time grow our national retail base through product promotion and franchisee expansion.

- Manage the day-to-day operations, work with the accounts department, marketing team, and frontline personal.
- Advise the CEO and Group Directors on strategic business development and key corporate planning issues and make recommendations on major business decisions.
- Develop Annual Budget Sales & growth for total franchise business.
- Strictly adhere to brand standards and policies in franchise contract and follow up on all issues within the franchise contract.
- Planned organized and implemented Annual National Conferences, venue, accommodation, entertainment, guest speakers, trade show, all logistics and air travel.
- Designed and project managed the fit out and managed the relocation of our new head office.

General Manager

Porters Paints Australia, Melbourne

October 1997 - December 2000

Porters Paints is an Australian brand, founded in 1984, that produces premium, handmade paints, speciality finishes, and luxury wallpapers. The company is known for its unique, natural earth pigments.

- Drove year-over-year business growth while leading operations, strategic vision, and long-range planning.
- Implemented operational strategies and effectively built customer and employee loyalty.
- Managed budget implementations, employee reviews, training, schedules, and contract negotiations.

- Maximized operational excellence mentoring personnel on management principles, industry practices, and company procedures.
- Managed budget implementations, employee evaluations, and contract details.
- Monitored daily cash discrepancies, inventory shrinkage and drive-off.

Marketing and Business Development Manager

CSR Syd & Bris

April 1993 - October 1997

CSR is Australia's leading manufacturer of construction materials. The company runs 35 building materials manufacturing plants in Australia, New Zealand, and Asia.

- Lead the design and steering team to develop the state-of-the-art concept. - CSR HomeScape later becoming CSR HomeChoice was a CSR cutting edge design and selection centre for the Australian home building industry. Worked alongside CSR's Marketing Manager and General Manager to acquire 25-million-dollar funding for the project.
- Prepare project proposals and develop project plan, schedule, and budget.
- Identified and purchased real estate for project.
- Prioritize, plan and coordinate project development activities.
- Obtained all building permits.
- Managed architects, engineers and builders and all suppliers.
- Supervise development team on daily basis to execute assigned projects within deadlines and budget.
- Develop business presentations for business unit and stake holders and executive Management teams
- Identify, recruit and train key personal for our high-end sales team.
- Achieved a Housing Industry Marketing Award for our first HomeScape Center in Brisbane.

Education

Social Media Marketing January 2020

CloudTask, Miami

NLP Master Practitioner January 2005

Australian College of Communication

MBA in Business Management January 1993

Australia Institute of Management

Skills

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|--------------------------|--------------------------------|
| ● Business Planning | ● Business Administration |
| ● Profit and Loss | ● Project Management |
| ● KPIs • CPIs | ● Team Building |
| ● Customer Relations | ● Customer Service |
| ● Staff Training | ● Sales Marketing Management |
| ● Social Media Marketing | ● CRM, HubSpot, Mailchimp |
| ● Point of Sale Systems | ● Square • Xero • Quickbooks • |

Languages

English



Spanish



Interests

Creative Writing

Reading
History
Sailing
Cycling

Availability

14 days.