

# MARK SYMONS

MANAGER

## CONTACT

---



+0457444698



m@rksymons.com



Melbourne, Victoria 3125

## SKILLS

---

- Business Planning
- Business Administration
- Hotel Management
- Profit and Loss
- Forecasting
- Project Management
- KPIs
- CPIs
- Team Building
- Public Speaking
- Customer Relations
- Customer Service
- Staff Training
- Negotiating
- Sales & Marketing Management
- Social Media Marketing
- CRM
- Point of Sale Systems
- Square
- Xero
- Quickbooks
- Leadership and team building
- Staff development

## PROFESSIONAL SUMMARY

---

Accomplished General Manager at De Grandi's Winery, from zero to \$300,000 in revenue within four months through innovative marketing strategies and exceptional team leadership. Expertise in business planning and customer relations has consistently enhanced brand loyalty and operational efficiency, establishing a unique market position in the competitive wine industry.

Dynamic professional offers background in business management, finance, customer service, and sales. Strong history of leading teams to exceed goals and consistently improve operations. Skillful in developing and implementing innovative strategies that drive growth and profitability.

## EXPERIENCE

---

January 2023 - Present

### **General Manager**

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

- Company Overview: [www.vineview.com.au](http://www.vineview.com.au)
- Played a pivotal role in driving the business from its inception to achieving \$298,000 in revenue within the first four months
- Implemented strategic initiatives including a targeted social media campaign, the introduction of live music events, and the hosting of corporate events, weddings, and social functions
- Created a unique market position by highlighting the region's premier fresh produce and wine selections
- [www.vineview.com.au](http://www.vineview.com.au)
- Recruited team members to maintain adequate staffing levels.
- Provided coaching and mentoring support for employees at all levels of the organization.
- Used customer feedback for improving operations and building brand loyalty.
- Managed profit goals against budget and prior year, keeping controllable costs within budget.
- Created policies, procedures and guidelines for staff members' daily operations.
- Used computerized inventory system to plan and manage adequate inventory levels.
- Recruited team members for maintaining adequate staffing levels according to projected sales.
- Maintained positive relationships with key stakeholders including customers, suppliers and partners.

- Inventory control
- Customer relations

## LANGUAGES

---

- **Spanish**  
Intermediate

January 2021 - January 2023

### **Sales and Marketing Executive**

Narkoojee Wines, Gippsland

- Company Overview: Recognized 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
- Recognised in the top 6% of Australian Wineries

April 2017 - November 2020

### **Managing Director**

Higher Ground, La Paz

- Company Overview: Recognized as one of La Paz's leading Café/Wine Bar/ Restaurants
- 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
- Recognized as one of La Paz's leading Café/Wine Bar/ Restaurants Winning the Travelers Choice Award 3 consecutive years.

October 2011 - October 2016

### **Tours & Operations Manager**

Gravity Downhill, La Paz

- Company Overview: Bolivia's and South Americas leading mountain biking adventure tour company
- 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
- Bolivia's and South Americas leading mountain biking adventure tour company

May 2006 - February 2011

## **Franchise Business Manager Vic/Tas**

Inspirations Paint, Melbourne

Company Overview:

Australia's largest franchised network of paint stores, with over 130 stores nationwide

- 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
- Maintained routine monthly regional meetings across 6 regions
- Created budgets and monitored spending to ensure compliance with company policies and procedures.
- Set and implemented strategic goals and initiatives to align company with mission, values, and vision.

March 2005 - January 2006

## **Marketing Manager**

Artisan Recruitment, Melbourne

Company Overview

- reputation for outstanding recruitment services to the creative community
- 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

July 1997 - March 2001

## **General Manager**

Paint Right Australia, Melbourne

Company Overview: A buying group of 68 stores

- 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
- Built and maintained relationships with vendors and suppliers.
- Monitored store performance and identified opportunities for improvement.
- Managed profit goals against budget and prior year, keeping controllable costs within budget.
- Developed strategies to improve operational efficiency, reduce costs and maximize profitability.
- Created policies, procedures and guidelines for staff members' daily operations.

October 1997 - February 2001

### **General Manager**

Porters Paints Australia, Melbourne

Company Overview: Distinguished reputation for its earthy, rustic, and traditional paint finishes

- Recruited team members to maintain adequate staffing levels.
- Provided coaching and mentoring support for employees at all levels of the organization.
- Monitored store performance and identified opportunities for improvement.
- Managed profit goals against budget and prior year, keeping controllable costs within budget.
- Created policies, procedures and guidelines for staff members' daily operations.
- Recruited team members for maintaining adequate staffing levels according to projected sales.
- Maintained positive relationships with key stakeholders including customers, suppliers and partners.
- Analyzed current processes and implemented efficiencies that reduced costs.

April 1990 - Present

### **Business Development Manager**

CSR, Sydney & Brisbane

- Company Overview: Australia's leading manufacturer of construction materials
- Lead the design and steering team to develop the state-of-the-art concept
- 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
- Achieved a Housing Industry Marketing Award for our first HomeScape Center in Brisbane
- Australia's leading manufacturer of construction materials

## EDUCATION

---

January 2020

### **Social Media Marketing**

CloudTask

January 2005

### **NLP Master Practitioner**

Australian College of Communication

January 1993

### **MBA in Business Management**

Australia Institute of Management

## WEBSITE, PORTFOLIO AND PROFILES

---

[rksymons.com](http://rksymons.com)