

Daisy May Smith

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Ebulbs Ltd

2001 – date

Ebulbs is based in East Anglia, providing lighting solutions for both domestic and commercial properties using a regional sales force, internet and direct mail sales. Responsible to the board for all sales and marketing functions, innovation strategy and brand planning process.

Marketing Manager

2004 – date

Key achievements and experience

- Won refurbishment contract with Anglia Television, worth £0.9m.
- Brand development – introduction of Hyperbulb range of lighting products adding 20% to turnover figures in 1 year.
- Managed PR campaign leading to detailed coverage of company in Daily Mail.
- Achieved 25% of Ebulbs gross profit growth in 2007 and market share growth in core markets.
- Project managed the introduction of ‘app’ for use on ‘iphones’ and ‘ipads’, resulting in 20% increase in direct sales to domestic sector.
- Control of £1m per annum marketing budget.

Sales Manager

2001 – 2004

Dealt with sales enquiries, obtaining contact details, gaining commitment and closing sales generated through Ebulbs mailing list.

Key achievements and experience

- Managed sales team achieving a 15% growth in profitability in 2003/4
- Deputised for Managing Director in key meetings with suppliers.
- Identified and contacting key overseas suppliers.
- Commissioned a new website in 2004 which resulted in a 50% increase in turnover in web sales.

Direct Mail Manager

Anglian Electrical

2000 – 2001

Anglian Electrical is a wholesaler supplying electrical goods and components to retailers and traders/ electricians.

Key achievements and experience

- Managed a team of 10 staff mailing out a full range of products.
- Direct mail campaign planned and launched in 2001, which resulted in 10,000 new customers.
- Supervised and motivating a telephone sales team.
- Recruited effective sales staff – reduced sales staff turnover from 50% to 10% in one year.
- Produced in implemented a school leaver training scheme resulting in 15% overhead saving.
- Achieved 20% direct sales growth year on year.

Marketing Assistant

Wellman Magazine

1998 – 2000

Worked in a trainee marketing role for the UK’s largest fitness magazine gave me a good commercial understanding and an introduction to a range of direct sales methods.

Key achievements and experience

- Researched good practice by undertaking a work placement with ABC Mail.
- Handled and resolving customer complaints.
- Trained new members of telephone sales team.
- Kept sales records.

Graduate Trainee

McBurgers Ltd

1995 – 1998

Various graduate roles including experience on purchasing, logistics and marketing departments in the regional head office of one of the worlds largest fast food chains.

Qualifications and Professional Training

- BSc (Hons), Maths, University of East Anglia 1995
- Negotiating skills – XYZ Foundation (2 days) 2007
- High Fliers Customer Care Orogram (2 days) 2005
- 3 ‘A’ Levels – Maths (A), Business Studies (B), Biology (C)

Interests

Keen netballer – Captain of Norwich Knights netball team.

Royal British Legion – Work annually on poppy appeal.

Shelter Aid – Work on voluntary basis in high street shop.