

# NATALIE SHAH

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## PROFESSIONAL PROFILE

- *A versatile and results-oriented professional who specialises in sourcing and buying products from UK and overseas markets requiring strong supplier relationships*
- *Familiar with all aspects of the consumer electronics market with particular emphasis on buying, marketing and e-commerce*
- *Possesses excellent interpersonal skills and the ability to communicate and negotiate concisely and articulately at all levels*
- *Attentive to detail with a practical approach to problem solving and the organisation required to ensure that deadlines, budgets and objectives are achieved*
- *Enjoys being part of a successful and productive team and thrives in highly pressurised and challenging working environments*

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## OBJECTIVE

*Currently looking for a new and challenging position within the corporate sector, one which will make best use of existing skills and experience acquired in privately owned companies while enabling further personal and professional development.*

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## CAREER SUMMARY

### **2005–date      FAR EAST MANAGER, ABC Group LTD**

- Headhunted by the Chairman of the small family company specialising in the wholesale of consumer electronics products in the UK
- Tasked with the sole running and development of the company's interest in the China market, importing health food supplements, with full P&L and stockholding accountability
- Successfully increasing gross profits by 100% in the first full year with the business
- Driving sales into the UK health food market and achieving new sales of more than £1 million with projections for the following year of £3 million
- Cold calling prospective new customers and establishing a credit rating for them as well as sourcing products and negotiating prices with China
- Liaising extensively with UK customers to agree product specifications, sale prices and lead times
- Responsible for ensuring the accurate completion of associated paperwork including import documentation, which required liaising with Freight Forwarders and Port Health, with full accountability for the safe delivery of customer orders
- Travelling extensively to China to meet with new suppliers and to assess potential new products
- Actively involved in planning and organising the company's participation in a Health Food national event in September 2007

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**CAREER SUMMARY cont.****1985–2005          MANAGING DIRECTOR, *Sound & Vision Ltd***

- Commencing employment in the retail outlet before gaining a series of promotions culminating in the role of Managing Director for this privately owned company
- Negotiating terms and setting prices of consumer electronic and white goods product categories while maintaining awareness of budgetary constraints
- Playing a pivotal role in the launch and implementation of an e-commerce site, [www.unbeatable.co.uk](http://www.unbeatable.co.uk)
- Interviewing, recruiting, training and mentoring new buyers into the business
- Setting budgets and forecasting sales whilst maintaining full P&L accountability
- Analysing buying trends and utilising this for the purposes of determining stock holding
- Creating and executing highly successful buying and sales promotions
- Responsible for a stock holding valued at up to £5 million and playing a key role in both in-store and online promotional activities
- Utilising strong skills in communication and negotiation to build mutually beneficial relationships with suppliers
- Establishing and developing concessions within the London stores Harrods and Selfridges

**1982–1985          CLERK/CASHIER, *National Westminster Bank***

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**EDUCATION AND QUALIFICATIONS**

**9 O Levels**          Including English and Mathematics

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**FURTHER SKILLS**

**IT Proficiency**      Word, Excel, PowerPoint, Internet and Email  
**Languages**          Basic French

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**PERSONAL DETAILS**

**Driving Licence**    Full/Clean  
**Health**              Excellent; non-smoker

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**INTERESTS AND ACTIVITIES**

**Include**              Running, Keeping Fit and Cooking

**REFERENCES ARE AVAILABLE ON REQUEST**