

PATRICIA HEPWORTH

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Professional Profile

A dedicated and results-driven senior manager with a highly successful background in the achievement of profitable business growth through the creation and execution of successful sales and marketing strategies. Experienced in working with leading brands in the competitive retail and automotive industries with the primary focus on exceeding expectations for customer service delivery while ensuring optimum brand impact. Possesses excellent interpersonal, communication and negotiation skills and the ability to develop and maintain mutually beneficial internal and external relationships. Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurised and challenging working environments.

Career Summary

2005–2009

TYRES UK LTD

Freelance Consultant/Interim Network Development Manager

- Project managing the redevelopment of the retail sales strategy across the UK market with the ultimate aim of facilitating business performance improvements
- Successfully developing multi-channel solutions including instigating a new HiQ Fast Fit Franchise proposition
- Playing a pivotal role in the design and development of a class-leading B2C eBusiness website
- Working in close conjunction with external professionals to create and implement a retail network representation plan
- Actively involved in developing a new retail store concept and in redrafting all contractual agreements and process/procedure manuals
- Coordinating the pitch and scoping process for the selection of a staff training and development academy

1999–2005

BDW GROUP

2005–2005

Managing Director, BDW Contact Ltd

- Fully accountable for the establishment and management of a new business arm specialising in the provision of telemarketing services requiring the development of an independent customer base
- Collaborating with professionals and third parties to set up the infrastructure for the company and coordinating the recruitment, selection and training of 15 members of staff
- Planning and organising a highly successful launch programme and driving the business forward to break-even three months ahead of projections
- Introducing a range of B2B and B2C services and facilitating the provision of 24-hour service by business partnership in conjunction with an external agency

2000–2004

Operations Director

- Providing management and support to up to 68 members of staff and motivating them towards the achievement of optimum service delivery standards to facilitate customer satisfaction and maximum revenue generation
- Maintaining full profit and loss accountability up to £5 million while achieving a year-on-year growth in revenue of more than 10%
- Initiating half yearly service reviews with major blue chip, retail clients and formalising account planning to ensure best practice resulting directly in recognition for excellence in customer surveys
- Developing and implementing new billing and forecasting systems which significantly improved overall efficiency
- Enabling a 5% increase in actual gross margin in 1 year through the implementation of a staff incentive scheme

Career Summary cont.

1999–2000 Account Director

- Working in close conjunction with key client representatives to develop marketing strategies and point-of-sale materials on behalf of retail partners
- Negotiating and securing £120,000 in bespoke systems development revenue and playing a key role in increasing monthly revenue from £12,000 to £100,000

1996–1999 WORDS PICTURES SOUNDS Managing Director

- Setting up and developing a full service design agency from the initial business planning, financial forecasting and business strategy development through to building and retaining the customer base
- Successfully securing and effectively managing contracts with leading brands including Audi, One 2 One and Cadbury for the provision of a range of creative services including media creative, brochure design, corporate identity and hard point of sale
- Achieving approved supplied status with Audi and One 2 One and delivering sustained income growth with the turnover increasing from £75,000 in 1996 to £750,000 in 1999

1983–1996 VAG (UK) LTD Audi A8 Project Manager

- Commencing employment as a Trainee Field Sales Manager on behalf of the sole importers of Volkswagen and Audi vehicles and parts into the UK
- Gaining a series of promotions through various product, marketing, operations and advertising management positions, both head office and field based
- Ultimately undertaking the head office role of Audi A8 Project Manager tasked with the development and promotion of the brand and the vehicle within the luxury market with a total spend of £1.5 million

Education and Qualifications

4 A Levels Mathematics, Economics, History and General Studies
8 O Levels Including English and Mathematics

Professional Development

- Management Development Programme
- Marketing Management
- Presentation Skills
- Finance for Non-financial Managers
- Effective Man Management
- Appraisal Training
- Team Building
- Creativity Training

IT Skills

- Word, Excel, Access, PowerPoint, Internet and Email

Personal Details

Driving Licence Full/Clean
Health Excellent; non-smoker
Interests Squash, Golf, Reading (current affairs), Theatre and Cuisine

References Are Available On Request