## Louise McCallion

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Personal Profile:

#### A hard working, self-motivated and responsible individual with an outgoing personality. Experienced sales & marketing professional with experience of exceeding sales targets and maintaining effective client relationships. An excellent problem solver with experience of successful project management.

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Education:

2006-2007 University of Ulster, MSc Communications Advertising and

Jordanstown Public Relations, Distinction.

A research based degree, specialising in advertising and communications. Completed thesis on shock advertising.

2005-2006 Leeds Metropolitan BA (Hons) Marketing (2:1)

University

An analytical degree developing research techniques, problem-solving skills and group working

2003-2005 NWIFHE, Co. Derry HND Business and Finance

Specialised in finance modules including

financial accounting, taxing and auditing.

1998-2003 Scoil Mhuire, Buncrana, Irish Leaving Certificate

Co. Donegal

Seven subjects including Maths (B3) and English (C2)

###### Work Experience:

Sept 2008- New Horizons/ Parity Training Account Manager

August 2009 Birmingham, B3 2HJ

Primary focus of this role was to manage existing accounts effectively & efficiently in order to achieve monthly sales targets while sourcing new business.

* Client Relationship Management: Responsible for profiling, researching and subsequently opening doors with clients before establishing and maintaining long term business relationships.
* Liable for building a pipeline business for new and existing clients to secure revenue targets through relationship building and prospecting
* Responsible for using reporting tools effectively to analyse and identify new business opportunities to ensure accurate sales forecasts and pipeline reports are provided to the sales manager on a weekly basis
* Accountable for managing the effective expansion of accounts through continuous relationship building and providing excellent customer service to all customers.

###### 

Sept 2007- LMC Marketing Trainee Manager

Sept 2008 Belfast, BT5 4PN

* Worked on numerous clients’ accounts including Talk Talk, MBNA &Victoria Jackson through direct sales.
* Event management: Responsible for planning and organising locations prior to an event as well as being present at events to promote the product. Monitored event materials stock levels for re-ordering.
* Organised and implemented rota system for a team of colleagues, motivating and developing team reward and recognition for hitting targets. Involved in the set up of stall in accordance with lease requirements and with safety and health standards.
* Liable for controlling store compliance in all areas, including customer care, effective planning, staff training and development, organisation and time management.
* Responsible for training a group of individual’s various techniques to promote brands create brand awareness and customer loyalty.
* Involved with the recruitment process and selection taking 2nd round interviewees and measuring their competencies as required by the role.
* Awarded Top leader in February 2008.

Jan 2007- Our Lady of Lourdes, Class Room Assistant

July 2007

* Worked part time as a class room assistant working with 6-10 year olds. Helped with administrative duties such as educational reports to monitor progress.
* Supported students with emotional and behavioural problems to help develop their social skills.

June 2006- Home Loan Management Customer Contact Consultant (CCC)

Sept 2006 (HML) Co. Derry

Acted as first point of contact for thousands of mortgage holders. Assisted with general enquiries and helped solve problems as well as logging records of each call.

###### July 2003- Halfway House Head-waitress

###### Aug 2005 Burnfoot, Co.Donegal

###### Liable for organising the rota, stock control and monitoring incoming trainees.

###### Accountable for ensuring an efficient and friendly service was being provided.

###### Responsible for designing menus, organising weekly promotions and cashing up daily.

#### Interests and hobbies:

* I have a passionate interest in travelling and love experiencing different cultures.
* I also enjoy swimming, walking and socialising.

Skills and Qualities:

* + A skilful communicator, extremely well organised and an excellent planner. Managing a busy restaurant with ongoing stock control requirements and managing a staff of 20 (many part-time) required a high level of organisation and planning skills.
* Very capable at handling a variety of tasks efficiently.

Effective time management, self discipline and the ability to work under pressure has brought academic achievement while juggling part-time work with study.

* Familiar with a wide range of computer software and packages.

Experienced user of several word processing packages including Microsoft

Word, Excel spreadsheets, PowerPoint and the Internet.

* Ability to work as part of a team and motivate myself as well as others.

Group work has been a regular feature at university, through project work. It is central both to my administrative job and university projects.

* + Strong customer facing and customer relationship management skills.

Other achievements:

* Recently obtained my certificate for completion of a first aid course.
  + Hold a full clean Irish driving License.
  + Elected class representative in final year of my degree. This involved liaising with fellow students and staff about course related problems and suggesting improvements.

Additional Information:

I enjoyed both degree courses which introduced me to the business world. I am always keen to take on new challenges and additional education in order to further myself. I am dedicated, trustworthy and hard-working having often worked overtime in previous jobs. My varied work experience has boosted my confidence at joining in quickly in any new position. I get on well with a wide variety of people and enjoy working as part of a team or individually.

#### Referees:

Mrs Kerry-Anne Porter Mr Steve Waldron

Course Director MSc Communications, Advertising & PR, Sales Manager, Parity Training

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