
Paul Jones

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PROFESSIONAL PROFILE

An innovative, well networked and proactive manager, possessing a number of considerable achievements in managing high value accounts, optimising and developing new ideas, business strategies and team potentials. Excellent commercial knowledge and customer focus with an understanding of corporate changes and modernisation. Leading by example, creating a culture of personal development that ensures a highly effective and multi skilled work force. Now looking to make a continued significant contribution within the next stage of my management career.

AREAS OF EXPERTISE

- Business development
- Maximizing sales
- Building relationships
- Sales and marketing
- Identifying new markets
- CRM / customer retention
- Team leadership
- Managing costs / budgets
- Risk / security management
- Identifying new customers
- Change management
- I.T. / Computer literacy
- Volume / product penetration
- Staff development / coaching
- Quality Assurance

EDUCATION - STATUS

| | | |
|--------------------|---------------------------------------|------|
| Associate | of the Chartered Institute of Bankers | 1986 |
| Accredited | Internal Mortgage Assessor | 2001 |
| Certificate | Business Studies (BTEC National) | 1982 |

Various Professional Training courses - commensurate with areas of expertise: Advanced Sales & Service Management, Balanced Business Leadership, Performance Coaching, Retail Credit Management, Essential Management Skills.

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

MULTI-SITE MANAGER

1998 - Present

Write Company A Here

Managing a large retail financial services operation. Employing 25 staff across 2 outlets with 8000 customer accounts including Customer Relationship Management (CRM) of a portfolio of high value accounts. Responsible also for managing branch performance, resource planning and operating budgets. Leading and motivating the Sales Team (Advisory /Telesales) Administration and Customer Service teams to follow their key resourcing areas.

- Selling key lending products in excess of £9 Million and exceeded deposits to over £10 Million. All objectives achieved and exceeded in 2003.
- Clearly defined teams' sales and service performance objectives that have delivered all business goals.
- Mystery Shopper accreditation of 98% performance, in top 10% of country (2003).
- Customer service measures exceeded 95%. The Bank's "Top Branch" (April 2004).
- Implemented a mix of marketing strategies that focused on specific customer target groups.
- Analytical report writing and production of management information.

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PROFESSIONAL EXPERIENCE

AND ACHIEVEMENTS (CONT)

REGIONAL TRAINING MANAGER

1993 - 98

Write Company B Here

Responsible for 30 Facilitators. Managing the deployment and planning of colleagues to meet the changing needs of the organization.

- Formulated training solutions for over 5000 staff in retail sales and technical areas whilst prioritizing new initiatives with other departments and channels of the Bank.
- Developed training materials and implemented training needs analysis techniques.
- Administered feedback, appraisals and assessments of Facilitators that maintained the highest standards of delivery and content.
- Trained managers and staff - updated over 300 units throughout the North West.

ASSISTANT TO THE CORPORATE DIRECTOR (PA)

1991 - 93

Write Company C Here

Main point of contact - looking after Medium / Larger Companies and PLC's with turnover up to £25 million. Also responsible for financial analysis of trading accounts and providing recommendations to senior management team and for completion of advances reports to Regional Office. Deputized for the Corporate Director in his absence.

- Managed 50 corporate accounts with an collective turnover of over £500 Million and borrowings up to £300 Million.
- Presented the features and benefits of our financial and technological products.
- Prepared business development reports.
- Gained many high value leads after building successful partnerships with retail colleagues and introducers.
- Developed key relationships at high levels, built trust and ensured customer satisfaction.
- Developed an understanding of the customers relevant market sector and prevalent issues.
- Assisted with research that increased the portfolio of core corporate customers.
- Instigated the taking of security for corporate advances.

CUSTOMER SERVICE MANAGER

1989 - 91

Write Company D Here

- Initiated the launch of a Customer Service programme, merchandising a full range of retail products to new and existing customers.
- Increased penetration of products and services to existing customers after identifying suitable prospects.
- Supervised cashiers and personal bankers / trained teams on new products and services.
- Changed the way we operated by increasing the number of employees directly serving customers at peak times. This came from re-focusing existing staff roles to customer facing activities.
- Dealt directly with customers on a one-to-one basis to identify and rectify problems.
- Set up Working Group to share best practice/devise new ideas that improved customer service and our product penetration.

Early Career Summary

Undertook a variety of roles, details can be given at interview.

PASTIMES / INTERESTS

Golf, Football Swimming, General Fitness Training, Personal Computing.

PERSONAL

Date of Birth: 1966. Marital Status: Married 2 daughters.

Driving: Full clean license.

References available on request.