

# Ms. A Sample

8 agencybods Avenue, Agencyland, AB15 4RE  
0113 282 3959 / 07719 123892  
asample@yahoo.co.uk

## A - PROFILE

**A proactive and results orientated direct marketing graduate with over 6 years commercial experience gained in both agency and client-side positions. Conversant with delivering hard-working Direct Marketing and Digital campaigns across financial, retail and charity sectors.**

## B - KEY SKILLS

- Highly organised Manager of complex multi-channel campaigns
- Commercial astute and driver of KPI's
- People management skills – manage, support & mentor 2 Account Executives
- Ideas person – initiative for customer retention for Clarity Finance was rolled out across the group
- Excellent knowledge of print and online production
- People person and team player
- Influencer and persuader
- Educated to degree level and IDM diploma

## C - EMPLOYMENT HISTORY

January 2006 – Present  
**Senior Account Manager, Geddes Lane Agency, Leeds**

Geddes Lane are a Direct Marketing & Digital Agency based in Leeds, employing 40 staff. My client group includes Doones Mail Order, Durham Bank plc, Toytown, Foster Finance and Flip outdoor with a combined budget of £2.7m

- Managing the agency's key accounts alongside Account Director
- Responsible for managing, mentoring and supporting 2 Account Executives
- I manage a range of marketing activity from Direct, Inserts, Ambient, BTL and Online
- Ensure the development of excellent creative is project managed through the agency to time and monetary constraints
- Responsible for the researching, planning and writing proposals for new business pitches
- Provide data analysis, campaign reporting and competitor analysis
- Produce monthly budget reports and manage billing process

### Key Achievements

- New business proposal I wrote and researched resulted in the Toytown account win (£850k spend)
- Developed Flip Outdoor account from initial spend of £10k (2006) to £80k (current spend) by developing cost effective, alternative formats to their seasonal catalogue mailing, resulting in substantial savings for customer acquisition and retention
- Project managed full production (creative, artwork, photography & repro) of 240 page mail catalogue for Doones

January 2003 - December 2005  
**Direct Marketing Officer, Clarity Finance, Leeds**

Clarity Finance serves UK residents with a range of financial products including loans, mortgages and insurance services. Employ 1800 staff.

- Design and deliver direct marketing strategies to meet key business objectives
- Manage third party agencies to assist in the delivery and driving brands forward
- Assist in planning and implementation of all DM actions including mailings, inserts & DRTV
- Evaluate effectiveness of campaigns and prepare & produce reports for the Board

Key Achievements

- Developed business-to-business mailing to Introducers/Third Party Sales Representatives. This put Clarity 'top of mind' for introductions, resulting in a 43% increase for this channel.
- 'Clear Clarity' loans launched via DRTV. This increases New customer acquisition by 86% in 3 months

October 2001 - January 2003  
**Account Executive, Green Hammer, London**

Green Hammer is a London based full service agency with clients mainly Public Sector and Charity Accounts. Employ 150 staff.

- Working with Account Manager on Halo Charity, & Westminster NHS Hospital Trust
- Involved with job-bagging and production control
- Attended client visits and brief taking

Key Achievements

- Promoted from Junior Account Executive with 6 months of joining
- Worked on Halo '10 seconds' campaign which won a IMA award

**D - EDUCATION**

- |             |                                       |                               |
|-------------|---------------------------------------|-------------------------------|
| • 2000-2001 | Diploma – Merit                       | Institute of Direct Marketing |
| • 1996-1999 | BA (Hons) Media                       | Leeds University              |
| • 1997-1999 | Wetherby 6 <sup>th</sup> Form College | 3 A levels grades A-C         |
| • 1992-1997 | Gateways School for Girls             | 10 GCSE's grades A-C          |

**E - IT Skills**

- Microsoft applications
- Basic Quark & Adobe applications
- CRM systems experience
- 50 wpm keyboard skills