

Gemma Telford

Personal qualities: Outgoing, professional, enthusiastic, well organised.

Job skills: Excellent interpersonal skills, commercial focus, proactive approach.

Key professional achievements

- Senior Project Manager for a full service marketing agency and acting as in-house Marketing Manager for a mid tier IT company, with an annual marketing budget of £200 000, planning and implementing all aspects of the marketing mix.
- Director of a Holiday lettings business, managing day to day administration and sales, with a turnover of approx £500, 000
- Managing Director of my own marketing consultancy business dealing with a range of blue chip and SME clients
- Development of a commercial business division for a web development company including research, conception and delivery of bespoke extranet products
- Number two to MD, managing the day to day running of a packaging design, artwork & repro business, approx £1.5 million turnover and directly responsible for a team of five
- Heading up a national packaging team with a target of £4 million for a major blue chip accountancy company.

Key personal achievements

- Honours degree (First Class) in English from De Montfort University (now University of Bedfordshire), graduated as a mature student in 2007.
- CIM - Certificate in Marketing
- A levels in Business Studies, Psychology, Geography and English Literature
- Institute of Packaging Diploma
- Excellent grades at school and college, including 10 A grades
- YMCA qualified gym instructor
- Purple belt in Karate
- Webstep course in web design (basic level)

Personal details

- Mobile: 07976 645756
- Address: 32 Great Portway, Biddenham, Bedford MK404GB
- Email: gemma@look2grow.com
- I am 36, married, with two children
- I have a clean driving licence and my own transport
- References can be supplied from previous employers and customers.

Interests

I have a personal trainer and work out at a local gym, where I also attend Step and Pilates classes. To make up for being so healthy I enjoy eating out or in with my friends and family as often as possible! I love going to the cinema, reading whenever I get the chance and have a passion for shopping, especially buying shoes.

Employment history

Managing Director
grow (June 2004 - current)

I set up my own business providing sales and marketing consultancy to a range of clients, from international businesses to local SME's, previously known as Freedom Management. Most of the work I do is from personal contacts and comes through recommendation, although I also source my own business through my own marketing too. I undertake a full range of marketing and consultancy strategy including brand and corporate identity work, website development, copywriting, email marketing, advertising, exhibition graphics and printed literature. For more details please see www.look2grow.com.

Senior Project Manager / In-house Marketing Manager
Think Smart Marketing Ltd (June 2007 - Jan 2008)

After finishing my degree this summer, I took on a project management role for this Bedford-based full service marketing agency. This was in part to re-familiarise myself with a full time working environment after 3 years of my degree course and self employment. I was praised for my proactiveness, professionalism and for quickly becoming an effective member of the team, but also for adding value above my position and effectively supporting the Director who heads up new business. I attended several new business meetings and have been directly responsible for bringing in work to the agency. My main role was looking after one of Think Smart's major clients, a privately owned mid tier IT company. In this role, I act as an outsourced Marketing Manager and have been responsible for creating and implementing a formal marketing strategy which covers all areas of the marketing mix, including e-mail campaigns, a website redesign and relaunch, event management, internal and external communication strategy, production of exhibition graphics, PR and copywriting. I left this full time role to go on maternity leave and return to freelance marketing work which offers more flexibility with a young family.

Director
Menorca Gold Ltd (June 2004 - Current)

In order to finance my degree course I also bought, and now own and manage the day to day running of a holiday lettings business, Menorca Gold Ltd (www.menorcagold.co.uk). I employ one full time member of staff and oversee all bookings, sales, advertising, promotions administration, accounts, owner relationships and all aspects of marketing. I project managed a radical redesign and relaunch of the company website which now includes online booking facilities, an owners extranet and content management capabilities. We were shortlisted in 2007 for a Business Excellence Award in the Best Use of E-Commerce by the Bedford and Luton Chamber of Commerce. I implement the design and production of our annual brochure which includes around 70 properties and also have worked on building out profile locally by running a sales promotion with the Dragons gym in Bedford and Milton Keynes.

Commercial Director
brandid Ltd (Jan 2003 - June 2004)

My role at brandid Ltd was a new one and I was responsible for the development of a commercial business arm, as the majority of brandid's work was with the government. This involved creating a strategy with the development team to bring new products to market and overseeing all sales and marketing, including developing customers and writing proposals. We launched 2 new products in my first year and I then focused on winning other new business, working with a telemarketing team. I also reviewed and restructured all brandid's internal systems, putting in place a workflow system and appraisal process. I was a senior member of the management team, with the MD and 2 other directors. Unfortunately a large government project we were working on was terminated which forced the company into liquidation and I was made redundant.

Operations Manager - Packaging, Plastics & Print
Corporate Finance, Ernst & Young (Mar 2001 - Jan 2003)

I was recommended for this job, through a personal contact at E&Y. It was a new position for the firm, which had recently moved its focus in Corporate Finance from going to market on a geographical basis to moving down industry lines. The job involved managing a national team of in house specialists, including a partner and industry analyst, to ensure we hit our budget of £4m in fees for our first year.

This required not only strong organisational, relationship development and influencing skills but also political and negotiation skills, as the concept of national teams was a new one had to be sold internally! It was also my responsibility to ensure my team members were

working on the most profitable opportunities in the most cost and time efficient ways. This involved developing systems from scratch, marketing plans for our key accounts and getting buy in from senior teams in the rest of the business. Despite our team's success, the volume of Corporate Finance work dropped across the firm to below 50% of the previous year's level due to a very difficult financial climate and my whole team was made redundant.

Account Director

Packaging Networks Ltd (Apr 1994 - Feb 2001)

I joined Packaging Networks as an account manager and worked in various roles including business development, production management and with all our major accounts until writing my own job description for the role of Account Director in 1999. We worked on packaging design, artwork and repro for blue chip companies such as British American Tobacco, Carlsberg Tetley, Volkswagen, Asda and Marks & Spencer. My role had two aspects: heading up the account management team and dealing with clients at a strategic level and being a senior member of the company's management team, involved in sales, forecasting, resource and production planning.

My approach to client management has always been one of building close, mutually beneficial partnerships, from listening and gaining a true understanding of clients' needs - only by doing this can I deliver a service that is professional, proactive and exceeds their expectations, helping me to be seen as an extension of the client's team.

Previous Roles have included National Accounts Manager for a management training company focused mainly on developing new and existing business. I have also worked as an Estate Agent for William H Brown and Halifax Property Services, where I helped to set up and then ran a brand new cold start office.