

# ADAM

## Personal statement

I am a hard working and ambitious individual, with excellent communication and customer relationship skills. I am assertive and like a sense of order. I like to succeed in all the goals I take on, I strongly believe in setting myself high standards and motivational objectives. Sports personalities such as Alex Ferguson and Lance Armstrong inspire me to take on a “can do attitude”.

My passion in life is football my aim is to work within development for the FA to encourage children to want to play football, to learn new skills and enhance the future of English football. Whilst encouraging strong mindset across all educational studies.

Through the right role I know I can take the skills I already have, combine them with FA brand standards and develop successfully to achieve my career goals. This will allow me to add value to any business within this ever challenging industry.

## Skills

- Exhibitions and Trade Shows Public and B2B
  - Excellent Approach, Invite ,Engage, Inform, Persuade, Retain, Introduce, Data Capture Skills
  - Quickly learn any product and client brief and deliver .
  - Product Sampling/Selling
  - Demonstrator/Sales
  - Corporate and Exhibition Hospitality
  - Direct Product Sales
  - Product /Service Launches and promotions
  - Venue/Store Launches and Promotions
  - Field Campaigns, Data Capture
  - Experiential campaigns and promotions
  - FMCG, Products and Services
  - Targeted Sales Lead Generating/Appointment Making
  - Brand awareness and leafleting campaigns and promotions
  - P R and Publicity Campaigns
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- 7 years experience in football coaching
  - FA Coaching UEFA B License
  - FA Level 1 & 2 Coaching Awards
  - Futsal Level 1 Coaching and Referee Badges
  - Team leadership (leading teams for at Futsal Swindon & Cardiff, United Socc Academy & NG Kids)
  - High school camp co-ordination
  - Emergency aid training certificate
  - Child protection certificate
  - Fully CRB approved/checked
  - Exceptional customer service skills in face to face meetings, presentations and demonstrations
  - Customer satisfaction and incremental/repeat business
  - Keen social and networking skills
  - Excellent communicator from young children to managing director level
  - A wealth of experience in motivating and guiding others
  - Account Management
  - Proven ability to work under pressure
  - Willingness and eagerness to learn
  - PC Literate with knowledge of MS applications
  - Opening the Sale
  - Passing my driving test first time

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Contact us today if you would like Adam to represent your business



Reading Futsal Tour Barcelona 2011



United Soccer Brooklyn Elite Player Academy 2007



Unites Soccer Rising 5's Summer Camp



# Work Experience

February 2009 – Present

## **Futsal UK Ltd**

### **Technical Manager**

I am Technical Manager of an Indoor Futsal Arena, my main role is to run and organise indoor leagues which run Mon-Fri. Currently I manage over 200 league teams, for these leagues to work I have to co-ordinate all match fixtures and fully staff the leagues with referee's on a nightly basis. I am also responsible for driving new business in relation to pitch hires for the general public to come and play within the arena.

I head up our school outreach program and liaise with local schools around Wiltshire to enable our coaches to go and deliver first class coaching after school within the school facilities. I am responsible for half term kids camps during the school holidays providing a fantastic service to the local community. I also run the arena on a day to day basis ensuring the arena is fully stocked and maintained for the day to run efficiently and ensure all aspects of the business are fully staffed.

Within my role I help coach the Reading Scholarship course which operates daily from our arena this is a program designed for 16-18 year olds and I have recently just returned from a trip to Barcelona with the Scholarship where I was given the responsibility of taking a group of 50 16-18 year old children to Barcelona to experience a different Futsal & Sporting culture. During my time @Futsal UK Ltd I have set up several valuable partnerships most notably with Ladbrokes who now run and host a national tournaments from within our arena. I have recently secured a customer - junior premier league south who agreed to bring 48 teams every 6 months to the arena to participate in a tournament returning over £4500 on each occasion. Within this role I am given free rein to come up with new ideas and put them into place within the business which I have been successful in doing.

September 2007 – February 2009

## **Next Generation Kids**

### **Junior Manager & Schools Coordinator**

Within this role I am responsible for the development of 8 coaches and to ensure that they are meeting the coaching standards set by NG kids. The role allows me to work with each coach and develop their skills within sports coaching. I am also responsible for developing after school clubs for local schools and encouraging children to participate in sport.

When I began my role at NG Kids only 6 after school clubs were being delivered by the company. Now I have successfully grown the business to 18 after school clubs

and increased school income by £11,000 per term. I have successfully organised and run local team and school football tournaments with over 16 teams and over 100 children attending the tournaments. Along with these roles I am also set targets by my line manager which I have to achieve on a monthly basis. The role has enthused me even more to work within football development.

January 2007 – August 2007

## **United Soccer Academy**

### **Head Coach**

Within this role I coached children from the age of 3 to 19. My duties included planning sessions to incorporate new skills and to push the pupils to the maximum of their ability. I was responsible for the set up of the training area and the safety of the children during and after the session had finished. I coached a 2 week 7am to 3pm course in Brooklyn, which was very demanding in such a deprived area.

I also coached two high school camps, which were based in Pennsylvania & Philadelphia coaching and experiencing different cultures, and surrounding has made me into a much stronger person both personally and within coaching.

On both high school camps I was the camp director, which was a huge responsibility, as I had to ensure my coaches were performing, and that the camp with numbers of children up to 70+ were all enjoying football within a safe environment.

Whilst working for United Soccer Academy I was promoted to Area manager of the customer service department. The role was based on maintaining the company's high standards and gaining further business with new and existing customers.

This role would require me to work 9am-2pm in the office before leaving to coach sessions from 3pm to 7pm. Within the office I had deadlines and targets to meet as well as day-to-day issues that would arise within the company.

I believe I gained experience of the highest level at the United Soccer Academy. After my contract ended I returned to the UK to complete my Level 3 coaching qualification, to begin my degree in Sports Management and pursue a UK based career with in football coaching/development.

November 2005 – January 2007

### **Go Soccer**

#### **Owner/Football Coach**

I started running my own football coaching school called Go Soccer. The business was based within the Wiltshire area. I worked closely with Anne Edwards School, Windmill Hill Primary School and Robert Le Kyng School. I ran after school clubs and half term camps. This was very enjoyable and a successful business. I coached children from the age of 5 to 17.

I arranged all my own business meetings with the school head teachers and distributed flyers & promotional material accordingly. I gained the business of 10 schools a total of over 600 children within the space of 6 weeks. I built a great rapport with head teachers, parents and pupils who I still have good relations with to this day.

My day-to-day duties would be to manage the company books and to ensure that all coaching staff were meeting the high standards that Go Soccer expected on a daily basis. The position helped me to mature and set objectives for the future. After careful consideration Go Soccer was sold and acquired by Premier Sports Holdings Plc

February 2005 - October 2005

### **Swindon Town Football In The Community**

#### **Football Coach**

After qualifying for my level 1 coaching certificate I was given the opportunity to work for STFIC (Swindon Town Football in the Community) to gain further experience and improve my level of coaching. I was working part time coaching children aged 3 to 10 yrs working on improving skill levels and enjoyment of the game. I enjoyed teaching the children new skills and encouraging them to enjoy the game rather than a win-win attitude. I enjoyed the role and left on good terms in October due to there being no full time positions at that time with STFIC.

January 2002 – December 2004

### **Arval Ltd**

#### **Sales Executive/Account Manager**

This was a challenging but rewarding role where I was to manage and develop over 300 accounts. An average day saw me exceed my 100+ call targets take/make 100+ telephone calls to/from customers. Whilst remaining professional at times.

The role enabled me to cross sell products to ensure that the company was making a decent ROI (return on investment). As manager I always made it a priority to offer the best products and services that would enhance the customer experience.

Whilst cross-selling all aspects of Fleet Management/Contract Hire of vehicles and the benefits of Arval's market leading Fuel Card products. I also promoted other products on offer, which include Contract Maintenance and Car Hire. My outgoing calls were. warm leads, although a large percentage of my clients evolved from cold calls.

This was a highly demanding role that required a lot of persistence and determination to meet the targets set by management. It called upon all my skills and knowledge of negotiation, problem solving, customer service, product knowledge and powers of effective selling.

January 2002 – January 2003

### **Arval Ltd**

#### **Fuel co-ordinator**

During the year at Arval I was employed as a member of the Fuel Team. The role enabled me to gain experience in customer care and experience a busy non-stop environment.

My day-to-day duties included Answering incoming telephone calls regarding the customer's fuel card accounts. The content of the incoming calls could range from allocating additional fuel cards on to the account, removing cards from the account and billing queries to more complex problems, which involved contacting other departments Within Arval. I believe the experience at Arval has given me the broad knowledge and experience within customer services this then helped me to be promoted to the above role. I was competing with 10 people for the role.

January 2001 – January 2002

### **Npower Ltd**

#### **Customer Contact Administrator**

Npower proved to be both varied and interesting. My main duties included answering both telephone calls and letters from customers with questions or queries regarding their household gas supply accounts. To answer the questions or queries effectively and efficiently, I would be expected to liaise with various different departments within Npower. Whilst working under pressure to meet customer service performance deadlines/targets.

During my time at Npower I was give the opportunity to answer letters of complaint on the behalf of members of senior management. This proved to be challenging but personally rewarding. Following on from this I was promoted on to the complaints team.

Work Experience

**1999 – 2002**

### **Intern New College Swindon**

Whilst working as a football development officer at Swindon Town Football Club my main duties included organising a world cup style tournament for adults held at the Oasis leisure centre in Swindon. This event was to encourage players of all abilities to get involved in football. I believe that this early placement gave me my first real experience of working within a football organisation. Not only did I see the game working strategically but the business behind football and encouraged me to seek a career within the industry.

Education

1994 – 1999 Oakfields School  
English C

# Qualifications

English Literature C  
English Language C  
Maths C  
Geography C  
Business Studies C

## **1999 – 2002 Swindon New College**

FA Level 1 & 2 Coaching Awards  
Child Protection & First Aid

## **Additional Qualifications**

FA Coaching UEFA B  
Futsal Level 1 Coaching Badge  
Futsal Level 1 Referee Badge  
Child nutrition course  
Customer demonstration and presentation skills  
Sales training certificates in advanced telephone techniques  
and customer care

Excellent health  
Non-smoker  
No dependants  
Full clean driving license