

# WAYNE S

## Personal statement

I am a professional and hardworking individual with a personable disposition. I enjoy liaising and integrating with individuals from differing backgrounds both public and B2B. I enjoy the challenge of building relationships with clients and staff, gaining their trust to maximise productivity and customer satisfaction levels. Customer-focused, motivational, professional, committed, organised, personable with the ability to multi-task.

## 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

## Work Experience

### Promotional Roles:

**Hilton Hotel** – Birmingham 2013: Brand Ambassador for Mission wraps.

**Sainsbury's Anniversary Games 2013:** Interactive motivational team building and leading.

**JCB 2013:** Provide and organise a meet & greet service to dignitaries arriving at B'ham airport for various conferences.

**Nescafe Dolce Gusto 2013:** In-store demonstrators for branded coffee machines i.e. engage inform persuade and sell.

**Continued page 2**

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



**Kenco Millicano Campaign 2013:** Event Manager for a 4 month national experiential campaign. Venues included festivals, food festivals and sporting events.

**Kenco Millicano Campaign 2012:** Assistant Event Manager and brand ambassador for 6 months on a national experiential campaign. Venues varied from front of store supermarkets to exhibitions including the Good Food Show and Ideal Home Exhibition.

**Vaseline 'Race 4 Life' 2012:** Production Assistant on a 3 month Brand Association National charity based campaign.

**Panasonic 2012:** Production Assistant for a national Panasonic TV Olympics campaign.

**Ecover 2012:** Brand Ambassador on a 2 month national campaign.

## Further Roles

### Airport Co-Ordinator

Saga Holidays Ltd Birmingham & London Heathrow

To provide a duty of care to all passengers who are travelling to/from Birmingham and London Heathrow airports for Saga Holidays.

Duties included;

Manage a team of 13 airport representatives and handle any queries, complaints or issues any passengers may have.

Manage flight delays, ensure passengers are greeted on both outward and return journeys, organise and liaise with chauffeur/private car companies

Supervise members of staff, produce and monitor staff rotas, provide training and development, handle daily airport finances, liaise with various other airport bodies, as well as Saga head office.

Write and complete monthly stats and reports.

Represent proactively and professionally the interests of Saga Holidays Ltd at Birmingham and London Heathrow airports.

### Team Leader

### Misys Claims Management Solihull

Supervise a team of New Claim Representatives within a high volume contact centre dealing with all aspects of motor claims.

Handling elevated calls from clients, enquiries from approved repairers, solicitors, brokers and internal departments.

Utilising various PC applications including Microsoft Word, Excel, PowerPoint, Access and Image Pro.

Maintain up to date policyholder and staff records including attendance, punctuality, annual leave requests and sickness.

Produce and monitor staff rota.

Produce and provide training for existing and new members of the team.

Monitoring call statistics and implementing changes to the benefit of the department.

Assist with recruitment of new members of staff.

## Customer Service Representative

### B'ham Cable Ltd Birmingham

Handling telephone enquiries from customers with BCL residential products including CablePhone, Vision and Sound.

Troubleshoot network problems, arrange technician and sales representative appointments, analysis and provide account information to customers.

Assist with report statistics.

Responsible for CSR awareness of area faults and problems.

## Education

Sept 78 – May 83 Small Heath School – Birmingham

3 'O' Levels: English Language, Applied Science, and Music.

4 C.S.E's: Maths, Community Studies, Typing, and Woodwork.

Sept 85 – Jun 87 Sandwell College of Further Education – Wednesbury

L.A.M.D.A.: Public Speaking (Silver),

Acting (Bronze)

### Training

Telephone Techniques (Various)

City and Guilds 924/926 Youth & Adult Trainers Award

Dealing with Challenging Behaviour

Employment Law

Time Management

Assertiveness

Counselling – An Introduction

Staff Discipline & Grievance Procedures

Counter Terrorism

Patient Handling (EDI)

Manual Handling (ODI)