

Sean Hixon

Email: shotphotos@hotmail.com

Mobile: 07886115688

SUMMARY

A pro-active, innovative and service-driven salesperson who combines his talent in Business Development and Account Management with a broad range of skills developed in Event Management, Public Relations, Advertising, Journalism and Customer Care environments. Leading by example, ensuring deadlines consistently met through effective workflow prioritisation, attention to detail and on-time delivery.

KEY SKILLS

- Performance management
- Verbal & written communications
- Administration & Accounting
- Computer literacy & Social Media
- CRM systems & Customer Care
- Website design & photography
- Stock Management & Merchandising

ACHIEVEMENTS INCLUDE

- Set-up and implementation of new eco-friendly online store including website creation, SEO, marketing strategy, product development, account management and sales.
- Implementation and design of strategic marketing campaign for new and existing customers to increase customer base and retain existing clients through effective and creative email campaigns.
- Increased margins and enabled up-selling opportunities by planning and implementing new range of catering options available to customers
- Increased revenue and improved customer satisfaction rating by introduction of African Drumming as part of the team building activities
- Sourced and implemented CRM system, increasing efficiency of client relationship management, sales tracking and product delivery
- Highly commended in National Press Awards for developing and promoting tourism

CAREER BACKGROUND

Track a Parcel www.trackaparcels.com (01/2020 - 03/2020)

Interim Business Development & Sales Manager

- Customer Service and Team performance Management
- Sales strategy and CRM System implementation
- Office management and project planning

REL www.relfm.com (06/2019 – 12/2019)

Candy Development Executive (Mondelēz)

- Monthly store visits to monitor stock & maximise brand awareness
- Developing in-store relationships to improve product visibility and negotiating positioning
- Working across territory and in all major retailers – Sainsbury & ASDA accredited

Tactical Field Marketing

- Merchandising and assembly of POS to ensure promotions according to spec.
- Brand Ambassador - Sainsbury Nectar Digital Campaign

**Savedaplanet
Media Manager**

www.savedaplanet.co.uk

(05/2019 – 11/2019)

- Set-up and registration of new online B2C business offering eco-friendly products
- Driving new business & sales through targeted social media campaigns and product development through supplier management.
- Planning & project management including implementation of marketing & advertising strategy as well as financial management.

RamsayHolmes

www.ramsayholmes.co.uk

(08/2018 – 02/2019)

Business Development Manager

- Driving new business through research, targeting and relationship building
- Developing new avenues of business through product development and extension of existing product range.
- Manage and enhance customer relations through effective CRM, sourcing new suppliers and identifying every opportunity for improved sales through up-selling.
- Implement marketing strategy through development of website and social media
- Design, implementation and management of advertising strategy across channels.

Schofield Publishing

www.schofieldpublishing.co.uk

(03/2018 – 07/2018)

Content Manager

- Research and identify leading figures and innovative companies for interviewing and featuring in a range of B2B Magazines including Manufacturing, Oil & Gas, Construction, Logistics and Energy.
- Cold calling, appointment setting and digital advertising sales.

GoApe Corporate Events

www.goape.co.uk

(07/2006 – 12/2017)

Events Manager

- Corporate Event Sales including administration/delivery of businesses, NGO's and family fun days
- Delivering customer service including dealing with queries and after sales customer care
- Working closely with marketing department to identify areas of development including product development, to maximise both sales and customer satisfaction
- Managing performance / motivated Sales Team to exceed targets and deliver outstanding excellent customer service
- Assisting Financial Director to set appropriate targets and remuneration packages
- Interviewing new sales team members and developing staff including product training
- Managing sales operations including systems and procedures
- Sourcing new suppliers and relationship management of existing suppliers and sites
- Exceeding customer expectations and dealing with complaints appropriately

OpenContact Norwich

www.opencontact.co.uk

2005 – 2006

Sales & Account Manager

Lead generation and qualification of potential opportunities to deliver further growth

- Account management of new business acquired through sales, including staff training for agents on new products & services according to client specification
- Strategic planning, including developing marketing opportunities for further business growth

- Co-ordinating promotional events including production of stand, marketing materials and supply management
- Initially assisting in management of GoApe Account, subsequently asked to lead and manage Corporate & Event packages
- Developing / managing core team of agents dealing with booking and organising GoApe Events
- In 2008, GoApe brought Corporate Events in-house, requested to join their Head Office team

Holden Honda Norwich www.holdengroup.co.uk **2004 – 2005**

Customer Care & Sales Executive

Sales of vehicle warranty and maintenance Plans

- Managing customer data base and after-sales customer care
- Assisting in vehicle sales through qualification of leads and customer care
- Co-ordinating in-store promotions and events

OpenContact Norwich www.opencontact.co.uk **2003 – 2004**

Call Centre Agent

- Customer Service / Sales on inbound calling plus outbound campaigns including mystery shopping
- Booking agent and sales advisor for National Trust Holidays, Hotels and GoApe

South Coast Fever Port Shepstone www.feveronline.co.za **1999 – 2002**

Editor & Senior Reporter

- Source and report on hard news, politics, crime, entertainment, sport, travel and special features including relevant photographic coverage
- Developing and maintaining relationships with local government agencies, political parties, emergency services, local businesses and the wider community
- Final approving of layout, design and content of weekly newspaper, including co-ordination of Sales Executives for special advertising features
- Editing of press releases and other editorial submissions to strict deadlines

Shot Photography **1997 – 1999**

Director

- Freelance photographer/writer - Travel publications, interior décor, high fashion, sports publications
- Identify and source potential clients and generation of sales
- Client Management and development including sales, marketing and advertising campaigns
- Promotions and Marketing Consultant for SME's including promotional planning and delivery
- Creative advertising - planning and delivery along with media coverage
- Event Management and Photographic services
- Wedding and event photography

Caxton Publications www.caxtonmags.co.za **1995 – 1997**

Journalist / Advertising Sales Exec

Source and sale of advertising including special features in range of magazines

- Account managing existing clients and customer relationship development
- Sourcing, writing and reporting on hard news, politics, crime, entertainment, sport, travel and special features including relevant photographic coverage

Anglo-American Property Services (AMPROS) **1993 – 1995**

Public Relations Officer

Plan and deliver marketing, advertising and promotional activity for three shopping centres

- Event management including, planning, co-ordinating and delivery of Mr. South Africa Pageants including photographic coverage, press releases and media management

Education

Pretoria Technicon – Public Relations

Grenville High School – Matric (equivalent to A levels)

Interests & Hobbies

Saving the Planet

Waveski, Surfing, Snowboarding, Mountain Biking

Travel Photography & website design