

## Summary

Creative, analytical and innovative individual building a career in international business that utilises my diverse range of skills, capabilities & areas of interest. Experience in business development, consultancy, marketing, tech and e-commerce across both B2B and B2C, in the UK and internationally in Singapore. Seeking a dynamic, permanent, full-time role & challenge for early 2024.

Artist, entrepreneur & e-commerce business owner of [ByKerwin.com](http://ByKerwin.com), my online art store & international brand selling my original paintings & prints.

MSc International Development graduate, King's College London (Distinction) & BSc International Business, Finance & Economics, The University of Manchester (2.1).

## Key Skills

High verbal critical reasoning; writing and communication; numerical and analytical skills; creativity, marketing and sales skills; relationship building and interpersonal skills; a global outlook; and a practical and commercial mindset.

Wide range of IT & e-commerce skills including: Microsoft and Adobe packages, graphic design, website design & UX, coding, digital marketing including Facebook advertising, commercial video production, photography, SEO, internet blogging, business planning & strategy, event & exhibition management & logistics.

## Personal Qualities

Leadership, persistence, resilience, initiative, adaptability, integrity, focus and self-discipline to achieve quality standards. Innate desire to learn, culturally aware and conscientious.

## Academic Qualifications

*King's College London 2018:*

MSc Emerging Economies and Inclusive Development, Distinction

*University of Manchester 2015:*

BSc (Hons) International Business, Finance and Economics, 2.1

*Norwich School 2012 - A-levels:*

Geography A\*

Economics A

Graphic Design A\*

*Norwich School 2010 - GCSEs: 4 A\*, 2 A, 4 B*

## Other Awards

Full clean British Driving License

King's College London Enterprise Award 2018

Duke of Edinburgh Gold, Silver and Bronze Awards. Gold Award presented by HRH Prince Edward, Earl of Wessex July 2013. Activities included long term commitment supporting drug addicts through organising fundraising events and expeditions to the Peak District and the Cairngorms, Scotland.

Young Enterprise Award 2011

## Achievements

Participated in a British Council Generation UK-India study trip on the topic of Social Entrepreneurship at ILM Institute for Business & Management, Gurgaon, July 2016, including speaking at the British High Commission, New Delhi.

House Prefect for final school year.

Captain of Norwich School First XI Football Team 2011/12.

**Experience** Founder & Owner, **'By Kerwin'** ([www.bykerwin.com](http://www.bykerwin.com)), established Nov 2019. My e-commerce solo art business, selling my original acrylic 'action' paintings and prints. Having launched in late 2019, I have grown my art brand into a self-sustaining global business, generating over £40k revenue to date and over 450 prints, paintings and items of merchandise sold worldwide, with great feedback. I have strengthened many valuable e-commerce skills in the process, including: designing & coding my own website, digital marketing including Facebook advertising, photography, commercial video production, sales, procurement, customer service, developing my business strategy & branding, and media relations – having been featured in The Telegraph, Closer Magazine and BBC Radio. I've also managed many successful exhibitions, including in London & New York in June 2022. With 'By Kerwin' established and operating sustainably, I will continue growing this as a side venture in the coming years while throwing myself into my next career challenge.

**MIDAS, Manchester's Inward Investment Agency**, December 2022 – July 2023 (and March – July 2020; left due to Covid). Business Development Executive, Creative, Digital & Tech Sector. Selling the city-region of Greater Manchester, UK, and its tech ecosystem to the world, I led and supported on many international business development projects aimed at attracting company investment into the region. Also co-ordinated international delegation visits with the UK Department for Business & Trade, and assisted with international Mayoral activity planning for Andy Burnham.

Left the role in July 2023 to grow my e-commerce art business, 'By Kerwin'.

**A Better Florist, Singapore**, Sept 2018 – Nov 2019. Head of Business Development at e-commerce flower & gifting start-up A Better Florist Pte Ltd, working in the B2B office plant rental division. After a successful 6-month internship as an Account Manager, I secured a permanent role to lead my division. Key duties included door-to-door selling, lead consultation and negotiation, client account management, logistics, market research and product development. Additional responsibilities as Head of Business Development included recruitment and HR, managing interns, finance, overseeing all B2B operations & company strategy; ultimately leading on the successful sale and handover of this part of the business.

**US2U Consulting, Norwich**, Consultant, Marketing & Client Services at small, successful, boutique management consultancy US2U Consulting Ltd, 2009 – 2022. Tasks included conducting client industry research and producing reports, analysing data for staff surveys, managing website and social media, producing outbound marketing materials and handouts for training courses for a diverse range of clients across most sectors, both nationally and internationally.

Paid internship July-August 2014 at McTear Williams and Wood, a well-respected insolvency practitioners based in Norwich. Positive reference available on request.

First entrepreneurial experience establishing Kerwin Art Collections Ltd age 18, 2012.

**Hobbies and Interests** Painting, art and graphic design; owner of 'By Kerwin' and previously owner of small business Kerwin Art Collections Ltd 2012-2013.

Travel; I am fortunate to have visited many countries and environments, sampling different cultures and learning about the world from different perspectives. Reading, listening to music, cooking, nutrition and exercise.

**Nationality** British **Date of Birth** 25 October 1993

**Education** King's College London 2017-18 | University of Manchester 2012-2015  
Norwich School 2001-2012 | Langley Preparatory School 1998-2001