

PROFESSIONAL PROFILE

An award-winning professional with an exemplary career specialising in marketing and communications with over 14 years' experience across the UK and Asia. Operations focused career over the last three years progressing from HR and recruitment through to business services coordination, now directing my career back into an account management role within marketing and communications. Proven track record of managing an effective and productive team with areas of expertise including strategy and planning, web and print content development, writing complex reports, project management and recruitment.

QUALITIES

- Confident decision maker • Dependable • Quick learner • Problem solver • Efficient • Analytical • Self driven • Flexible
- Hardworking • Honest • Motivated • Innovative • Imaginative • Responsible • Interpersonal skills

EMPLOYMENT HISTORY

Business Services Advisor	The Motor Ombudsman	September 2022 - May 2023
---------------------------	---------------------	---------------------------

Played a crucial role in ensuring an excellent service experience is provided to accredited businesses and their consumers, whilst delivering against set targets and KPIs. Responsible for business analysis strategic planning and process improvement and provided continuous support to the team and assisting in the delivery of the planned operational activity relating to accredited businesses and additional income. Managed budgets, forecasted revenue and expenses, and analyzed financial data to inform business decisions. Ensured compliance with financial regulations and developed financial reports for clients.

Client servicing – Provide daily support to the business services team on accredited business registrations, renewals, bulk renewals, compliance and revenue generating services. Fostered and maintained strong relationships with a diverse client base by providing exceptional service and developing personalized solutions to meet their unique needs. Developed and delivered presentations, reports, and proposals that effectively conveyed key messages and helped clients make informed decisions. Collaborated closely with clients and internal teams to ensure alignment on goals and priorities. Resolved complex client issues or challenges by developing creative solutions, negotiating compromises, and providing alternative options. Maintained a proactive approach to problem-solving, resulting in improved client relationships and increased revenue.

Webinars and events – Hosted and moderated a series of webinars with an average audience size of 100 participants per session. Organised and managed a full day event including panel discussions at an automotive business and law update conference. Created and implemented interactive elements, such as live polling and Q&A sessions, during webinars and events which resulting in increased engagement and participation.

Management support – Advice and assistance on information management for board meetings. Forging excellent relationships with key stakeholders to support senior management in achieving company goals by coordinating and managing projects, streamlining processes, and providing regular status updates. Facilitated cross-functional communication and collaboration by acting as a liaison between departments, managing conflicts and ensuring alignment on goals and priorities. Assisted the executive team in budget planning and forecasting, developing financial models and analyzing key performance metrics to identify opportunities for improvement. Contributed to the development and implementation of new systems and processes to increase efficiency and productivity across the organization. Implemented a customer feedback program that resulted in a 20% increase in customer satisfaction ratings and helped to identify areas for improvement in product and service offerings.

Compliance – Support the independent business self-assessment process which included building relationships with accredited businesses. Provide 121 help to subscribers on self-assessment and compliance as needed.

Data Management – Maintain accurate data on the central system, Salesforce. Collected and analyzed data to identify trends and insights, providing recommendations to clients. based on Used data to inform business decisions and improve performance. Designed and implemented data visualization dashboards to effectively communicate data-driven insights to stakeholders. Managed databases to store and organize data, improving data accessibility and reducing duplication. Worked with the product development and marketing teams to analyze customer feedback data and identify areas for product improvement, resulting in an increase in customer satisfaction.

Recruitment & Comms Manager**Rose Care Group****January 2020 – July 2022**

Standalone role for a care home group providing HR support and guidance to 200 employees across 7 care homes. Managing the administration, recruitment, communications, finance and HR service for the group.

HR Policies – Working closely with the Managing Director and Regional Director to monitor, review and update all policies in line with current legislation and best practice.

HRIS – Part of the project team who replaced the historic HRIS system working as the work stream lead for HCM core (joiners, leavers and changes). Key member of the testing team and provided training to Home and Deputy Managers.

Management Support - Providing advice and assistance on policies, procedures and legislation. Establishing and maintaining an excellent relationship with key stakeholders in order to guide, challenge, influence and improve the day to day operational effectiveness of the group. Holding regular meetings with Home managers to discuss succession planning, employee engagement and employee welfare.

Employee Relations – Providing advice to management and overseeing disciplinary actions including developing letters of allegation, disciplinary hearings, appeals, grievances and drafting of related documents. Monitoring the sickness and absence of employees through monthly reports to identify any issues.

HR Processes – Implementing a full onboarding process from offer stage to induction. Producing a training request process including forms and contractual documentation. Creating an employee engagement survey to be carried out on a bi-monthly basis to measure engagement and address any concerns. Producing an online “Ask HR” service for all employees to ask questions or raise concerns on a confidential basis.

Recruitment – Implementing a new recruitment strategy utilising direct sourcing, a PSL, agency workers, apprenticeship and Kickstart programme to attract new talent and accomplish fast and effective recruitment. Screening candidate CV's, carrying out pre calls, preparing interview questions and assisting with interviews for all roles across the group.

Finance – Working on Xero and also creating and tallying expense sheets for the group.

Procurement – Handling procurement for the entire group by also keeping in line with the already existing policies.

Capital Funding Manager**London Borough of Redbridge****November 2013 – December 2016**

Key Responsibilities - Developing the capacity of two-year-old childcare places to achieve Department for Education (DfE) statutory targets. Creating the expansion of places to meet sufficiency, determined by economic and circumstantial disadvantage. Implementing the development of business competency skills and knowledge within the PVI (Private, Voluntary and Individual) sector to a high quality and to oversee professional development of owners and managers. To develop and implement a 12-month professional development plan for three new locality based Childcare Liaison Officers, personalising their development of business skills and knowledge according to need.

Work profile and project management - Lead the project development and implementation of this capital funding programme. Took strategic lead on the assessment to achieve set targets, which must demonstrate value for money. Initiated a robust project evaluation assessment tool and form a panel to critically assess capital projects. Lead on the development of grant contracts embedding clear expectations of quantitative and qualitative outcomes. Provided on-going summaries of progress and financial reports and ensure this programme is completed timely and strictly to budget. Implemented a range of monitoring and evaluation tools that provide unequivocal evidence that the programme has been effectively managed by LBR, adds value and stands up to external auditing and scrutiny. Supported the Early Years Funding Manager and Early Years team in developing a range of viable and cost-effective strategies to utilize revenue funding and trajectory funding, taking accountability for these strategies as required. To directly influence the sector in developing and acquiring high calibre business skills. Keep abreast of local and national developments in regard to the 2Year Old Funding programme, taking ownership of responsibilities relevant to the post. Support the co-ordination of the LA duty for Childcare sufficiency, working with key partners to undertake the assessment, deliver the Action Plan and review and develop progress. Engaged in consultations with various stakeholders.

Business areas included: Management & organisation. Market research. Business Planning. Financial Planning. Funding and Fundraising. Financial Management. Recruitment. Employment. Compliance. Procurement. Marketing.

Group Account Manager **One is More (Integrated Media Comms Agency)** **November 2011 – November 2012**
Clients handled (Representative list): BLESMA (British Limbless Men's Service Association), MAB (Memorial Awareness Board),
Antonia Crawford (Author)

Work profile and project management: Created and worked on digital media platforms to run social media campaign. Responsible for identifying new business opportunities and making new business pitches. Formulating and presenting the solution to client and negotiating budget. Creating detailed project implementation and timing plans, Reporting of competitor analysis and KPI's. Monitoring profitability and identifying new revenue opportunities.

Senior Consultant **Ogilvy & Mather** **March 2009 – July 2011**
Clients handled (Representative list): Rolls-Royce Motor Cars, Leeds Met University, Accor Services, Unilever, Barclays Wealth, Invest in France Agency (IFA), Chartered Institute of Management Accountancy UK (CIMA), Singapore Workforce Development Agency

Special Projects & Achievements: Recognised as the 'Hero' for the year 2009-2010 and 2010 - 2011 and was given an award for PR Campaign of the year. Recognised as an outstanding performer in the category of 'Young Talent'

Account Director **Weber Shandwick** **July 2005 – February 2009 2011**
Clients handled (Representative list): Sony PlayStation, Sony Pictures Entertainment (SPE), Tiger Beer, Honda Cars, Singapore Tourism Board, Goodyear Tyres, American Airlines, Gillette

Special Projects & Achievements: Was awarded the 'Star' as a recognition for outstanding performance in 2008

Account Executive **Sampark PR** **June 2003 – June 2005**
Sampark Public Relations provided Brand Management and Event Management Consultation and Solutions.

Volunteering

- Joint Branch Chair for NCT Redbridge – organising and supporting local events and fundraising.
- Member of my sons' PTA as a General Committee Member since 2016, helping plan and execute school events and negotiating with school on how monies are spent to the benefit of the children. Involves negotiating with local business to provide prizes/funds and running social media accounts. Heavily involved in raising funds for the school.

Education

[Back2Businessship](#) - Accepted from over 200 applicants onto [F1](#) Recruitment's fifth Back2Businessship Returnship programme, supported by the Government Equalities Office.

April 2003: **Post Graduate in Public Relations and Corporate Communications** from **Xavier**
Institute of Communications, Mumbai, India with an A+ Grade

March 2002: **Bachelor of Commerce** from **S.I.E.S College, Mumbai, India**

REFERENCES AVAILABLE ON REQUEST