

# Curriculum Vitae

## Miss Emma Hawkes

**D.O.B:** 13/7/75

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### Personal Profile

I am a bright, enthusiastic and resourceful young Woman with plenty of drive and ambition to succeed in all aspects of my life, both personal and work. I can communicate easily with a variety of different people and can overcome their objections by selling the features and benefits of the goods I am promoting. I thoroughly enjoy a challenge and achieving targets set for me, and I believe I am a valuable asset to an organisation seeking a forward thinking and ambitious team player, and enjoy spending time with my Family and have a keen interest in business.

### Career History: (Present First)



#### **NABTA**

**Nail Hair & Beauty Training Academy UK Ltd**

**Bio Seaweed Gel UK Master Distributor**

May 2006-To present day

Position: MD/Owner

- Everything involved with running and managing a small sole trader business and now a small Ltd business.
- Business Development, Field Sales, Client Relationship and Account Management.
- Financial Planning.
- Market Research.
- Developing Effective Communication Skills, in order to develop and implement superior business relationships.
- Information Gathering.

- Mentoring and advising Students regarding price pitching, marketing, sales, procedures, Health & Safety etc for their new small business / existing salon/ training academy / college / distribution business.
- Offering intensive private one to one/group diploma courses for students - in their Salon, home or at colleges.
- Teaching in all aspects of nails & beauty, theory and practical, including writing study manuals, writing and putting together PowerPoint presentations, teaching individuals, and small to large sized groups of students in various geographical locations, including teaching the teachers, industry bloggers, celebrity nail technicians, and at Ofsted outstanding rated UK FE Colleges.
- Undergoing accreditation processes for our nail / beauty courses with various organisation's and awarding bodies such as GPBT and PBD for intensive short courses and also VTCT for Apprenticeships and NVQ's.
- A vast array of sales and marketing, via social media, press releases, blogger interaction, PR, face to face, business to business, via phone/ skype .
- Website building & organic SEO for the business, including the implementation of affiliates, sub distributors – including single handed devising the UK product pricing and distributor discount structure. Brand building from scratch in the UK for our premium healthy gel polish range.
- Business advertising and marketing/sales including search engine optimization, google ad words, and back links.
- Initiating and implementing Enrolment procedures.
- Purchasing of stock, including all discounts & negotiations with suppliers, dealing with Customs, import / export vat, accounts, legalities, licences.
- Negotiating with suppliers and manufacturers (UK, Canada, Spain, China, Germany) (Including Amazon EU Sarl.)
- Devising weekly personal and business targets and assessments, and analysis.
- Following up and conversion of leads.
- Creating of word, pdf and excel documents.
- Stock Taking.
- Company Formation, registration.
- Writing of Business Plans/ Cash flow Forecast in order to secure business financing to grow the business.

### **MSW (UK) Ltd, Nottingham**

Aug 2003 – May 2006

Position: UK Sales Manager

- Developing Relationships with Existing and New Clients. (Main Contractors, Steel Fabricators, Engineers.)
- Face To Face and Telephone Negotiations.
- Business To Business Selling.
- PowerPoint Presentations
- Weekly, Monthly and Yearly Forecasting, Internally and Externally Liaising With Manufacturer.
- Various Administration Work, Letter and Quote Typing.

- Achieving Personal and Group Sales Targets, Monthly and Yearly.
- Developing and Promoting the Complete Structural Floor Systems Element of the Business to Existing and New Customers.
- Integrating and Working with the Draught men, Estimators, Managing Directors, Contracts Team, Engineers, and Quantity Surveyors to Give an Outstanding Service.
- Working with Engineers and Our Manufacturing Partner to provide calculations In Order To Secure Specifications.
- Chasing Projects Daily for up To Date Information and Logging Details onto the Internal Custom Built Maximize System.
- Being Responsible For Key Accounts in the North and the South. Managing Supply Chains.
- Making Management Business Decisions, Being Part of a Team.
- Generating New Leads through Builders Conference, Reading the Construction.
- News and Filtering Out 'Hot' Leads.
- Developing Business through Construction Site Visits and Clients Visits.
- Chairing Weekly Sales Meetings, Attending Partnering Meetings, and Representing the Company at Quarterly British Constructional Steel Work Associations Meetings.

### **DSP Ltd, Derby**

Feb 2001-Aug 2003

Position: External Sales

- Making Appointments over the Telephone and Making 16-20 Appointments a Week for Face To Face Calls, Managing My Diary.
- Developing A Sales Area Targeted On Medium To Large Businesses.
- Following Up Planning Leads And Creating My Own Leads.
- Cold Calling On New Buildings And Following Up 'To Let' And 'For Sale' Properties.
- Selling to a Broad Range Of Pax I.E. Md's, Warehouse Managers.
- Selling Office Interior Refurbishment Projects, Turnkey Projects, Storage Solutions.
- Identifying Client Requirements and Providing a Design Solution.
- Liaising With External Subcontractors.
- Working Within a Team.
- Visiting New and Existing Customers.
- Managing a Customer Database and Filling Bookings.
- Interviewing Candidates
- Calling Specific Contacts/ Decision Makers at Specific Companies to Establish Their Requirements and Tailoring A Package To Suit.

### **Virgin Energy**

Feb 2000-Aug 2000

Position: Door To Door Canvasser

- Pro-Active Face To Face Sales Calls.

- Cross and Up Selling.
- Taking Every Sales Opportunity To Its Full Potential.
- Meeting Targets.
- Selling Gas and Electricity – Door to Door and Visiting Customers On Confirmed Pre-Arrange Appointments.
- Selling Features And Benefits To Potential Customers And Overcoming Their Objectives.

### **Integra Business Services**

Jan 1999-Feb 2000

Position: Telemarketer

- Meeting Daily and Weekly Targets .
- Cold Calling-On Average 100 Calls a Day for Contracts for the Fire Service
- College/ Mortgage Leads Etc.
- Booking Seminars.
- Obtaining Mortgage Leads.

### **Education:**

West Somerset Community College. -1987-1993

S.C.A.T College Taunton, Somerset. – 1993 - 1996

### **Qualifications:**

#### **G.C.S.E's:**

English Language / Literature & Oral

Mathematics

French

German

Economics

Art

Textiles

### **Other Qualifications:**

Btec Higher National Diploma in Fashion and Design

Itec Higher Diploma in Anatomy, Physiology,

NVQ in Beauty Therapy

Gel/Acrylic Nail Extensions Diplomas

Nail Art/Spray Tanning Diplomas

Peer Education Training  
CIEH Teacher Training Qualification

**Computer Packages Used:**

Microsoft Office  
Microsoft Word  
Microsoft Excel  
Outlook Express  
PowerPoint.  
Windows 8  
Paint