

Jeremy Ireland

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PROFILE

Qualified and experienced administrator with outward and dual-facing responsibilities. Ambitious in both ideas and achievements, seeking strong career development in the Education Sector.

PERSONAL QUALITIES & SKILLS

Numerate, good analyst, administrator and team leader. Passionate about effective communications. Highly computer-literate. High energy, fast learner, ambitious. Imaginative, creative and versatile. Strong commercial skills and understanding, flexible in approach and understanding.

EXPERIENCE

September 2003 – ongoing: University of Warwick Postgraduate Administrator and Marketing Officer

Responsible for Publicity, Marketing, and administration for both Undergraduate and Postgraduate Activities including income generation role.

Active participant in recruitment activity including admissions strategy, running recruitment events and for implementation of overall Departmental Recruitment Strategy.

Provide communications and event management for special events/ celebrations

Recently raised research funds to investigate the market for specialised short-course provision in Chemistry, and curated a Campus-wide exhibition for the 40th Anniversary.

April 2003 – June 2003: Mayne Pharma Drug Safety Administrator (Temp)

Responsible for effective management of drug safety information

Developed process-mirror spreadsheet to effectively monitor case progression

Proposed new ways to accurately record individual fax communications, preventing legal liability

Maintained recording accuracy and contributed positively to process discussions

Co-ordinated and managed the development of new process-monitoring form for international roll-out

Feb 2002 – Feb 2003: Media Sales Executive Questions Publishing

Responsible for all aspects of sales & business development activities

Achieved sales target increase of 100% in a highly competitive and marginally shrinking market sector, with excellent call to sales ratios

Main initiatives underpinning this success:

- specific customer-focussed sales strategies

- value-added proposition strategies to differentiate from competitors

- tailored individual advertising offers to match issue content

- implemented bulk-purchase and cross-sell agreements to maximise revenue and cash flow.

Other contributions to general business development included:

- strategies to increase web traffic and on-line sales activities

- solutions in data management

- identified and exploited opportunities to improve cash flow & turnover

May 2000 to November 2001 : Telemarketing Executive Orange PCS Ltd

Responsible for driving the development of new sales negotiation opportunities

Main initiatives underpinning this success:

Contributed to information sharing & individual client targeting discussions

Maintained a creative approach, allowing holistic and strategic client targeting

Main Achievements

Strategy to improve internal and inter-departmental communication

Proposed Corporate sales strategy, subsequently implemented by corporate sales team

Gained an excellent reputation for negotiating on-site meetings with potential corporate clients

Successfully achieved the highest connection bonus in the team for 2000.

Achieved 'impossible' appointments with strategic businesses.

October 1999 to December 1999 Liaison Officer (Temp) -Warwickshire College

Responsible for supporting the implementation of a new registry system

Appointed to act as the central liaison point for all internal and external enquiries

Successfully completed assignment gaining outstanding client feedback

March 1999 to September 1999 Telephone Marketing Executive (Temp) –Marketing Solutions

Rapidly developed rapport & credibility with potential clients at all levels

Organised qualified sales meetings for the field sales team to secure new business

Consistently met and exceeded pre-defined targets, becoming the highest sales achiever

May 1998 to Mar 1999 Marketing Assistant- Delphic Interactive

Responsible for providing top-level support to the sales & marketing teams

Appointed to develop & manage a variety of concurrent research projects

Liaised extensively with customers & effectively managed relationships

Assisted with the development of new marketing & promotional campaigns

Gained significant appointments with outstanding clients

Delivered many projects resulting in operational & commercial success

Early Career and Voluntary Activity include:

Telephone Fundraiser MDB Phonebase

Assistant Team Leader Royal Bank of Scotland

Customer Services and Telemarketing Operator Sky Television

Customer Services Professional Sitel Corporation

Venue Manager – Media Guardian Edinburgh International Television Festival

Assistant Manager - Morningside Delicatessen

Assistant Producer – New Wave Films

Shop Assistant and Steward - Oxfam

Training & Qualifications

BA (Hons) Marketing – University of Stirling – Gained award for Excellence

3 A-levels in Geography, Physics & General Studies Grades A,A,C

11 O-level Qualifications including Additional Maths, English, Science & French

Advanced MS Office, Word, Excel, PowerPoint, Outlook and Internet Explorer Skills

Interests

Recent study in Journalism, European and Arabic Languages and in International Marketing.

Keen sailor, helping recently to sail tall ship from the Azores to Greenock; helmed a team that competed in the Orange Industry Sailing heats

Horse riding, history and cinema/television, Advised a colleague on the set-up of an experience holiday firm