

Jeremy Ireland

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PERSONAL QUALITIES & SKILLS

I am a Marketing Graduate with a strong track record in sales, administration and recruitment. I particularly enjoy improving businesses and have leadership and implementation experience. I am keen to learn and to take on additional qualifications if necessary and am seeking a role in strategic management in higher education.

Training & Qualifications

1989-1994 BA (Hons) Marketing – University of Stirling:
Subsidiaries in Environmental Science and Social Policy

Awarded Safeway 'Prize for Excellence' for outstanding performance on Retail Marketing course (First out of 100 nominees).

Modules included:

- Logistics
- Business Statistics
- Accountancy for Business
- Retail Marketing
- Advertising and Marketing Communications
- Consumer Behaviour
- Research Project in Social Marketing

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

11 O-level Qualifications including Additional Maths, English, 2 Sciences & French

Advanced MS Office, Word, Excel, PowerPoint, Outlook and Internet Explorer Skills including publishing and web design.

Current Experience:

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

- Publicity, Marketing, and Administration for PhD Researchers in the largest research department at Warwick, one of the UKs most highly ranked universities.
- Responsible for recruitment strategy including admissions, management of the recruitment sales channel, and organising recruitment events.
- Provide communications support and event management for special events and celebrations
- Participates in Department-level profile- and fund-raising projects in an advisory and operational capacity.

Additional:

- Curated a Campus-wide exhibition for 40th Anniversary celebrations.
- Raised funds for Energy Management pilot for employees and students
- Participated in project to improve alumni fund-raising and engagement strategies.
- Proposed and implemented a rolling four cohort induction and management programme for PhD Researchers.
- Proposed and introduced full one-day induction programme for new research students including awareness courses on patenting, publishing and careers development support.
- Currently working on outside public engagement events for the Cafe Scientifique organisation in spare time.

Current Voluntary Activity, Additional Experience, Interests and Study.

Throughout my career I have used my skills to gain experience of different work environments and people by taking on voluntary work, certificate courses, and paid work in my spare time. I have also worked as a Business Skills tutor at the University of Warwick for three years.

Additional Voluntary and Other Work

- 2 years Officer Training in the British Territorial Army
- Tutor, University of Warwick - Project Planning, Team Management and Writing for Business.
- 'Dragon' for Entrepreneurs course at Warwick Business School
- Steward and Security Team Member Glastonbury Music Festival (for Oxfam)
- Venue Manager, Media Guardian Edinburgh International Television Festival
- Advised a colleague on the set-up of a Jousting experience firm.
- Keen sailor - helped sail tall ship from the Azores to Greenock; and helmed for a team that competed in the Orange Industry Sailing heats.

Certificates and Informal study:

- Recently studied for a Journalism Certificate
- Certificate Study in European Language Skills (Italian: Higher Intermediate, French: Intermediate and Spanish: Advanced Beginner).
- Beginners level study in Arabic Language
- Recent refresher study in International Marketing, Business Statistics, Database Management, and Game Theory for Management and Business
- Recent refresher study in Human Resources Management, Industrial Relations and Employment Law

Early experience:

A number of operational roles in information management, team management and sales, characterised by above target performance and increased responsibility, typically in highly regulated environments.

April 2003 – June 2003: Drug Safety Administrator, Mayne Pharma

Developed process flow and operational spreadsheet to mirror existing procedures as a precursor to implementing electronic data management.

Responsible for management of legally compliant and highly regulated drug safety information
Proposed new ways to accurately record and monitor distributed communications to different countries (with different legal and regulatory environments).

Developed a new electronic 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 increase of over 100% in a highly competitive and marginally shrinking market sector.

Doubled revenues of underperforming titles.

Main initiatives proposed and implemented:

- 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.

May 2000 to November 2001: Sales Executive, Orange PCS Ltd

Responsible for driving the development of new sales negotiation opportunities

Main initiatives underpinning success:

- Initiated information sharing strategies and chaired individual client targeting discussions
- Maintained a creative and partnership approach to develop holistic client targeting

Main Achievements:

- Proposed and implemented a strategy to improve internal and inter-departmental communication
- Proposed Corporate Sales strategy, subsequently adopted by corporate sales team
- Successfully achieved the highest connection bonus in the team for 2000.
- Gained an excellent reputation for negotiating on-site meetings with corporate (high volume) clients
- Reputation for achieving '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 and gained outstanding client feedback

March 1999 to September 1999 Telephone Marketing Executive (Short Contract), 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 over contract term

May 1998 to Mar 1999 Marketing Assistant, Scottish Media Group (New Media)

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:

January 1996 – May 1998

Assistant Team Leader – Royal Bank of Scotland

June 1994 – December 1996

Delicatessen Assistant (promoted to Assistant Manager) - Morningside Delicatessen

Additional Voluntary and Paid Work during early career:

Telephone Fundraiser/Fulfilment Officer -

Venue Manager

Assistant Producer

Shop Assistant and Festival Steward

Evening Customer Services Operator

MDB Phonebase (Amnesty International Campaign)

MediaGuardian International Television Festival

New Wave Films

Oxfam

Sky Television