

# Brenda Smithers

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Accomplished project coordinator with a track record for driving forward initiatives, government take up campaigns and commercial developments. Innovative in approach with a passion and a commitment to delivering high standards and measurable results.

## SKILLS SUMMARY

- Able to strategically plan, develop and deliver successful engagement projects and programmes.
- Strong management skills with the ability to inspire and influence a wide-ranging audience.
- Keen eye for detail; able to identify improvements and develop creative solutions to procedures and work practices.
- Experienced in forging strong partnerships with decision makers and stakeholders from public, private and voluntary sectors.
- Excellent communication, relationship-building and networking skills.
- Results-driven with the ability to meet set targets in a pressurised environment.
- Strong organisational and multitasking skills; able to plan and prioritise workload accordingly.

## KEY ACHIEVEMENTS

- Successfully coordinated and delivered 'Caring with Confidence', a government initiative designed to engage and empower unpaid carers. **[Longbridge Carers Centre]**
- Raised awareness and widened participation for lifelong learning within Longbridge, including engaging with and integrating into the community vulnerable and disadvantaged adults and hard to reach critical groups. **[Longbridge Community College]**
- Identified and resolved CRM system errors by simplifying the process by which leads become sales, resulting in a more effective record-making system. **[Longbridge Holdings Ltd]**
- Generated sales, media and new business opportunities for a range of SMEs including a local commercial radio station, a nightclub, a health and beauty magazine, a distance learning company and a security firm. **[Freelance]**

## CAREER HISTORY

### *Marketing & Sales Coordinator*

**Mar 10 – May 10**

### **Longbridge Holdings Ltd (trading as LH TL) – Longbridge, Surrey**

Assisted the CEO in shaping, developing and delivering the overall B2B and B2C marketing strategy for this new online education business. Initiated and translated innovative ideas into clear actionable plans resulting in customer sales conversions.

- Implemented AIDA principles in copywriting, re-designing and updating the website, and in producing other promotional literature and correspondence;
- Drove customer acquisition, initiating and proactively seeking out cost effective ways of direct marketing with ROI (such as affiliate schemes, social networks, mail shots, search engine marketing and email lists) to satisfy business objectives;
- Planned distribution of 250,000 leaflets using Mosaic to identify target audiences and knowledge of competitor activity to build brand, services and client base.

**Project & Events Manager (Caring with Confidence)**

**Jul 09 – Nov 09**

**Longbridge Carers Centre – Dayford, London**

Worked closely with Department of Health national team to coordinate the implementation and delivery of ‘Caring with Confidence’, a national government learning and development initiative designed to empower unpaid carers.

- Delivered presentations to Health and Social Care practitioners and policy officers across London to communicate campaign concept and benefits;
- Informed and engaged the public with the programme through face-to-face talks, events and a leaflet and poster distribution campaign at GP surgeries, community centres and local groups;
- Networked at strategic level to build and develop key stakeholder relationships with NHS, Social Services, PCT’s, local councils and voluntary sector agencies across Dayford, Longley, Baxley and Broomley;
- Implemented Service Level Agreements, arranging and setting up learning and development programmes to achieve set targets;
- Organised a local conference to launch and communicate the national campaign to Health and Social Care professionals, making all practical event delivery arrangements including venue, catering, registrations and other administration;
- Worked closely with policy officers and as a member of the Council conference planning committee to strategically plan and implement programmes for carers;
- Oversaw Department of Health database, setting up administrative processes systems and maintaining project documentation.

**Management, Training & Business Support (Freelance)**

**Oct 06 – Jul 09**

**London**

Assumed various freelance management, training & business support roles over a three-year period, having taken voluntary redundancy from a long-term career in education. Roles included training delivery, facilitating in schools, volunteering and fundraising for charity, organising and delivering events, and providing assistance to SMEs in the areas of PR and media relations and maximizing innovation and profitability.

**EDUCATION & TRAINING**

▪ Department of Health – CwC Facilitator Development Programme	2009
▪ CIEH Level 2 Health & Safety in the Workplace	2008
▪ Time FM Media Sales Training	2008
▪ ICM Diploma in Event Management with PR	2007
▪ Elbenar Hospice Charity Induction / Child Protection	2007
▪ Introduction to Cognitive Behaviour Therapy	2007
▪ Teaching Observation, Support and Supervision	2006
▪ Centre of Excellence – Leadership Matters	2005
▪ Network Training – Working with Challenging Behaviour	2004
▪ Quality Circles, including Customer Care, Marketing and Enrolment	2003
▪ Working with people with disabilities including dyslexia and deaf awareness	2003
▪ Managing Change, Personal and Professional Development	2000
▪ Delivering OCR/RSA Modular Awards	2000
▪ Certificate in Education (FE)	1994

**INTERESTS & ACTIVITIES**

My interests and activities include country walks, foreign holidays, styling, fashion, and personal and professional development.