

## James Steady

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**Commercially minded individual with extensive experience of developing business and working within a sales-driven environment. Experience of leading the marketing and sales department in a big city marina/leisure complex builds on a former track record of achievement in the hospitality sector:**

- **Designed and negotiated a successful local radio advertising campaign leading to 40% increase in customer enquiries and 25% increase in turnover in 2012.**
- **Developed a working partnership with a range of high-end goods suppliers.**
- **Assisted in the planning of the Maintown Music festival weekend, attracting 2,000 visitors and 60 local bands in the course of one weekend. Undertook negotiations with a range of official sponsors including XXX and YYYY plc.**
- **Developed a deal between AAA magazine and Central, where the magazine held a large-scale 2-day networking event during a major political conference.**

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### EMPLOYMENT HISTORY

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**Head of Marketing**, Central Leisure Complex

Jan 2009 - May 2013

Role covered a mixture of marketing and sales management duties for Central.

- **Marketing** – developed marketing strategies for Central via both direct and indirect marketing. This involved developing a strategy, communicating budget plans to senior management and gaining agreement, then delivering a marketing campaign on budget, providing weekly updates on costs and outcomes. Planning, managing and analyzing marketing campaigns and providing a final cost/benefit report.
- **Sales** – identifying opportunities where to bring in new business to the leisure complex. This involved maximizing sale for Central and ensuring team members were aware of sales targets and driving the team to guarantee targets were met. Building relationships with local businesses, customers, and community through various public relation events. Building a large database of corporate and customer contacts and ensuring they were aware of any sales promotions.
- **Advertising** – designing advertising campaigns for events held within the marina and negotiating with external agencies, local and trade press over cost and terms of adverts placed. This has covered traditional advertising campaigns via print and radio to more modern mediums like social networking sites such as Facebook, Twitter, and LinkedIn, as well as the use of search engine optimization. Agreed and developed advertising packages in the regional press.
- **Events** – creation and development of events held within the marina complex, this included agreeing to a budget with superiors and ensuring the event ran within budget guidelines, was commercially successful and delivered what was required. Organised a range of successful events ranging from charity nights, special dinners, and large corporate events.
- **Finance** – ensuring that on a daily basis Central's cash takings tallied with the onsite sales management system and processing company. Setting up a new system to link financial and sales records. Analysing marketing spend maximising revenue. Experienced user of Sage Online50.

**Assistant Manager, Mainville Wine Bar and Restaurant,** Sept 2006 – Dec 2007

Assistant Manager of busy suburban bar whilst completing studies.

- Successful completion of personal licensee certificate.
- Ensured the smooth running of a successful bar, dealing with customer complaints, difficult customers, and staff problems.
- Checked and maintained stock levels, checked deliveries and reconciled stock and cash.
- Opening and closing the premises when the manager was on annual leave.
- Planning rotas and dealing with sick absences or late arrivals on shift.
- Ensuring cash takings coordinated with the in house sales management system. Sage Online 50.
- Processed employee time sheets and holiday records.
- Effective time management – holding down a responsible position while studying.

## QUALIFICATIONS, CPD

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**BTEC National Certificate in Property Management, Mainville College, 2007**

Areas of study included: investment appraisal, applied valuation, property marketing and PR.

**Certificate in Hospitality Operations (2008)**

**A Levels:** Geography, Sports Studies

## INTERESTS / VOLUNTARY COMMITMENTS

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5-a-side football, skiing, half marathons, training for the North East Triathlon next year. Travel in South East Asia.