

# JANE BROWN

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17 Broadacres Court • Berwick Vic., 3806 • 9878 2569 0405 987 789 • jbrown@yahoo.com

## MARKETING ADMINISTRATOR/MARKET ANALYST

Start-ups • High-Growth Organisations • Billion-dollar International Enterprises

**Hospitality / Winery / Sporting & Tourism / Furniture Upholstery & Manufacturing**

## QUALIFICATIONS PROFILE

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Results oriented, high performance marketing/electronic commerce graduate with exemplary experience and outstanding achievements demonstrated across both academic and employment settings. Distinguished track record in administrative functions and in the research, analysis and formulation of strategic marketing and action plans set to generate significant revenue and profitability across diverse industries and competitively position products within aggressive marketplaces. Demonstrated maturity, versatility and competence with the ability to tackle challenges head-on, while juggling several commitments concurrently without compromise to quality. Proficiency within:

- Strategic Market/Business Planning
- Advertising & Promotional Material
- Market Analysis & Penetration
- New Product Launch & Positioning
- Key Alliances & Partnership Building
- Critical Thinking & Problem Solving
- Multimedia & Web Design / Administration
- Planning & Conducting Presentations
- Research, Analysis & Recommendation
- Team Leadership & Building Competencies
- Astute Interpersonal & Communication Skills
- Management & Organisational Excellence

*Technical Inventory:* MS Office Suite • Dreamweaver • Maximiser • Fireworks • SPSS • FrontPage • C++ • C • Windows NT/XP • Internet Research

## EDUCATION & PROFESSIONAL DEVELOPMENT

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*Bachelor of Business; Majors - Electronic Commerce & Marketing* (2003) •  
Somewhere University, Somewhere

*Certificate IV Multimedia* (1997) • Somewhere TAFE

*Level 3 - New Zealand Ski Instructor Certification* (2000/1996) • Queenstown Skiing

*Skilled at researching and information gathering, utilising SPSS to transition data into valuable information, providing foundations for forecasting and future planning.*

## ACADEMIC PROJECTS & ACCOLADES

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- Strategised and developed **marketing plan** for Borthwicks Winery, a world-leading billion-dollar enterprise that represents approximately half of Australia's wine exporting revenue. Information filtered and ascertained from expansive secondary data with results spearheading creation of a ground-breaking product line for the company. Achieved high distinction.
- Formulated **marketing plan for furniture micro-business** despite being faced with challenges in the identification of potential/target markets, through minimal information/resources available for the industry, and subsequent time-consuming research/analysis processes required. Located suitable sources; performed research and gained pertinent data through market reports, industry magazines, trade shows and interviewing businesses in local region.

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- Led electronic commerce project involving **research and analysis** of all aspects of Naree Wines, exporter and major player in the competitive Australian wine industry. Research findings provided material for the further development of a secondary sales point and marketing tool, creation of the company's website. Used project management software to drive success across all stages of the project cycle, with Dreamweaver and Fireworks used in the website's creation.
- Academic excellence awarded with Golden Key Honour Society Reward - in recognition for being among the **top 15% of the class** within the first year of University.
- Overcame numerous challenges through sound ability to analyse business models, identify potential problems and provide technologically-based solutions. Utilise investigative approach to problem solving.

## **WORK EXPERIENCE**

### **EATWRIGHT RESTAURANT & BAR, HAMPTON PARK**

**1997 - Present**

*Leading Italian restaurant catering to a loyal local customer base with a reputation for high-quality cuisine and service influencing rapid growth within the tourism market.*

#### ***Restaurant Floor Manager***

Diverse management and leadership role responsible for optimising efficiency and profitability of the restaurant by overseeing wine and food service, staffing, inventory, and management of customer and supplier relationships. Fully accountable for accurate client billing and receipting, balancing monies at shift end, and strategising weekly table plans to accommodate approximately 100 guests.

Train, mentor and support dedicated team of customer relations staff; plan and coordinate shift rosters while maintaining a supportive work environment to ensure corporate objectives are achieved. Conduct informal monthly staff meetings to encourage staff feedback and continually forge and sustain key alliances with local suppliers liaising on a weekly/fortnightly basis in ordering stock to consistently monitoring and maintaining correct inventory levels.

- Reduced 'shrinkage' below budget by developing and introducing an inventory/supplier tracking system using MS Excel/MS Access, and vigilant monitoring and ordering of stock.
- Surpassed sales targets by providing excellent customer service; conducted and participated in informal staff meetings allowing open forum for staff to view their opinions, with ongoing encouragement for staff to contribute their unique expertise toward the common goal.
- Continually attained above-average results across all areas of the restaurant demonstrating sound leadership and management ability, while providing a supportive workplace for staff.
- Facilitated seamless integration of new payment and receipt system with ongoing responsibility for maintaining correct pricing and stock coding.
- Effectively handled customer complaints utilising diplomacy and tact to secure win-win outcomes that resulted in customer satisfaction, retention and repeat business.

### **SOMEWARE UNIVERSITY, SOMEWHERE**

**1/2003 - 3/2003**

*Contracted community project undertaken by the University's Faculty of Law and Management.*

#### ***Research Assistant***

Conducted interviews and surveys throughout the local business region regarding views and opinions of business managers and the perceived strengths and weaknesses of operating a business within the district. Recorded and compiled results; input data onto spreadsheets; and presented reports to lecturers during workshops.

- Distinguished ability to successfully analyse an overabundance of information from complex resources and strategically transfer and develop into representative manageable formats.

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**SOMEWHERE UNIVERSITY, SOMEWHERE**

3/2002 - 12/2003

***Computer Lab Supervisor***

Oversaw and maintained computer laboratories during after-hour sessions, providing support, advice and general assistance to fellow students with computer-related problems. Fully responsible for prevention of theft by close monitoring of security tapes, and ensuring acceptable student behaviour.

**HAPPY SKI LODGE, QUEENSTOWN, NEW ZEALAND**

1997 - 2000

*Internationally acclaimed, family oriented, ski resort, being the leading ski resort within the South Island region.*

***Senior Ski Instructor - Winter Season***

Planned, coordinated and directed large school groups visiting resort, maintaining the enjoyment, safety and wellbeing of all patrons. Trained, supported and supervised fellow ski instructors; delegated ski lessons when required. Designed and conducted age-, condition- and skill-appropriate ski lessons for both children and adults from beginner through to more experienced skiers, providing exceptional customer service to secure and maximise patron satisfaction.

- Increased membership growth by 73 members, with 146 children competing across various competitions throughout the season.
- Achieved ranking in the top 5% for the most requested instructor to conduct private lessons.
- Spearheaded numerous innovative marketing campaigns involving advertising free two-hour lessons for juniors and printed promotional material for juniors/parents regarding the program.

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## PROFESSIONAL ASSOCIATIONS

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***Golden Key International Honour Society - Member***

- ♦ Presented with the Golden Key Honour Society Reward for academic excellence - positioned within the top 15% of all students during the first year of University.

*References available upon request*