Miss. Abigail Bristow

Abigail.bristow@myport.ac.uk

07729387880

Occupation Profile

**Results oriented sales and marketing professional with a proven record of success in competitive environments.**

**Excelled project management skills fostered in creative and fast-paced environments.**

**Sales, marketing and event management expert with 10 years’ experience in the business to business industry.**

**Excelled communicational skills with ability to develop strong relationships at ease.**

**EMEA Marketing Specialist III at IGT Gaming Ltd September 2017 to present.**

*IGT (NYSE: IGT) is the global leader in computer software gaming.*

* Manage the development of multi-level B2B and B2B2C campaigns that drive both opportunity and closed revenue.
* Craft, plan and execute local market events on location for B2C product launch and tradeshow B2B environments.
* Developed all B2B Marketing activities and campaigns with GANT timeline structures to follow strict timely execution.
* Work in collaboration with Sales to create custom closing tool solutions or packages for new product launch and implementation.
* Create multi-channel campaigns to support the release of five or more products to the EMEA Market.
* Key focus to the strategic partnership development and distributor marketing plans and support.
* Development of sophisticated campaign planning skills that activate all MarCom channels: marketing automation software (email programs, direct mail and email integrated programs), digital media (social, ads, online), traditional marketing (print ads, direct mail, literature) and public relations.
* Support digital marketing with full social media analytical reports and reviews on key focus areas.
* Manage all communication channels for EMEA including copy writing for Direct mails, print advertising and social media messaging.
* Brainstorm innovative and exciting ideas on how to generate new sales through full campaign mapping.
* Extensive Knowledge to maximize technology like marketing automation, Salesforce.com, social and digital media, and traditional media/tactics.

**Events Marketing Manager at CV-Library Ltd March 2016 to September 2017.**

*CV-Library is one of the UK's largest online job sites attracting over 3.8 million unique job users every month.*

* Managing the development and execution of all marketing events.
* Project manage large-scale events from concept to evaluation
* Event planning, design, promotion, delivery & analysis.
* Managing the development and execution of all client hospitality events and activities
* Key focus to the Businesses Partnership development and client account relationships.
* Ensuring that spend generates a demonstrable and commercial return on investment.
* Researching and suggesting new events and prospect partnerships.
* Executing and managing all pre/post marketing activities though full campaign mapping.
* Managing the development of all marketing materials including banners, brochures and merchandise.
* Negotiating and developing relationships with suppliers, merchandisers and venue organisers.
* Establishing and developing email marketing and outdoor marketing design and execution.
* Managing all internal and Social Events i.e. Sales Kick-offs, summer and Christmas Parties.
* Supporting Sales Account Managers in developing key relationships and generating retention.
* Establishing and generating Sales leads through innovative marketing events.
* Using all social media platforms to promote and build event awareness.

**Sales & Events Manager at The Rostie Group, Toronto Canada, Aug 2013-Mar 2016.**

*The Rostie Group provides premier Office Space, high-end Meeting Space and Services, Virtual Collaboration Tools and Business Services in Downtown Toronto*

* Operated and managed all meeting and event activity in the business centre including conference bookings and events for large, enterprise accounts such as Salesforce.com, Cisco Systems, AON, Royal Bank of Canada and Concordia University.
* Mastered CRM and internal software technologies for controlling sales cycles with new and existing clients
* Managed both external suppliers/vendors and internal teams for timeline execution on all Business, Marketing and event campaigns.
* Increased and generated thousands of dollars in sales through partnerships and government contracts including corporate RFP’s and training contracts ensuring government budgets are met and adhered to with a clear success track record of delivery creative and innovated ideas.
* Excelled at procuring and cultivating client relationships including international and high profile clientele; communicating their requests to the business centre team
* Responsible for overseeing the business centre staff, including organizing the time schedule, payroll, holidays and new hires.
* Develop and implement successful marketing strategies and sales tactics to, acquire and engage net new clients.
* Coordinated video conferencing services and third party bridging for clients using Polycom video and audio equipment. Managed all IT and technical details for small and large meetings.

**Commercial Marketing Executive – QTL LTD (2011- 2013)**

*QTL Ltd. Is the tooling company for Mercedes Formula 1 AMG in the south of England*

* Controlled channel communication for the Commercial & Sales department working as a member of the Mercedes Formula 1 Production Team in collaboration with the Accounts Managers to ensure all time-sensitive goals met.
* Developed all B2B Marketing activities and campaigns with GANT timeline structures to follow strict timely execution.
* Managed B2B account purchasing and delivery, through the partner’s channel, continually communicating with external personnel.
* Evaluated and analyzed the existing engineering market to distinguish current and future trends, demands and activities presenting this information to the appropriate departments.
* Develop and implement successful marketing strategies and sales tactics to, acquire and engage net new clients.
* Handled all after sale campaign account support on behalf of the Commercial Department with a positive and customer-service focused attitude.

**Sales Agent - Wightlink Isle of Wight Ferries (2009 - 2013)**

*Wightlink is one of the UK’s largest domestic ferry operators. Providing travel to the Isle of Wight for over 160 years and carry over 5 million passengers every year*

* Excelled at receiving inbound sales and enquiry calls quickly within a fast-paced call centre environment, always with an excellent customer service approach.
* Managed after key commercial accounts to ensure the highest level of service was achieved at all time
* Calmly and happily managed a high inbound call volume.
* Achieved 92% average on customer sales maintaining a 100% score for customer care support evaluations

**Education**

**University of Portsmouth Business School (2009 - 2013)** -Bachelors Degree in Marketing with Honours

**Peter Symonds College (2007 – 2009)** – 4 A Levels (A-C) Media Studies, Business Studies, English Language and General Studies.

**Perins School (2003 - 2007)** - 8 G.C.S.E's ( English language, English literature, Maths, Double Science Award, Art, Drama and History - A\* - C)

**Personal Development**

Awarded for Best Innovation Project in 2011, University of Portsmouth.

NVQ in Key Skills ICT level 4 (Microsoft Word, PowerPoint & Excel)

JSLA (Junior Sports Leadership Award)

Duke of Edinburgh Award - Bronze

University of Portsmouth Equestrian Competitor for 5 years

University of Portsmouth Woman’s Football First Team, Left Midfielder for 5 years

Portsmouth County Tennis Woman’s Academy - 2009/2013 - British Tennis Association Member for 10 years

**Employment History References available upon request**