

DAVE B GRIZZLY

Sales and Marketing Manager

Honey Pot, Auckland
029 GRIZZLY
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Professional Profile

Strategic sales and marketing specialist with over 12 years experience.

I coach SME business owners and staff to develop and implement strategic sales and marketing strategies and processes to promote picnic-product sales.

With a passion for exploring new opportunities I inspire my clients to have confidence that successful sales and marketing can be achieved. They then trust that effective systems can be developed to help win and keep more customers.

Key Skills

- Excellent Leadership and Relationship Management: Ability to inspire, and build trust with business owners, staff and external agencies.
- Strategic Thinking: Create innovative multi-channel marketing and brand campaigns to drive growth and profitability.
- Design and implement effective marketing automations, including client retention systems.
- Interpret marketing analytics and data to guide decision making.
- Project management with key-task prioritisation for delivering the most effective solutions.

Work Experience

May 2021 -
July 2023

Picnic Baskets
Ltd

Sales & Marketing Manager (Self employed)

- Coaching and mentoring passionate SME business owners to develop strategies, systems and campaigns that improve sales of picnic baskets and all other picnic-related goods to their customers.
- Working with clients to ensure that brand and message are positive and consistent across all platforms and that reputation is further strengthened throughout.
- Helping clients identify opportunities for developing multi-channel sales, marketing and branding campaigns including, but not limited to, the following activities: sales process development and management, website design, SEO/SEM, email marketing (with CRM), social media marketing, PPC ad campaigns, blogging, video marketing, marketing automations, content management (CMS), direct sales approaches.
- Manage communication between business owners and external advertising agencies to ensure that information is understood and that expected results are delivered.

SAMPLE RESUME

Work Experience

Sales & Marketing Manager (continued)

- Examine clients' sales and engagement processes. Design automated systems for improved customer service, resulting in greater customer attraction and loyalty.

Founder / Managing Director

2011 - 2020

The Great
British Chilly Bin
Company
(UK)

- Chilly Bin business, managing four staff, creating chilly bins and related products to sell to local businesses.
- I led a close-knit team and held weekly meetings to discuss problems, examine sales targets, review internal processes, ensure service delivery and improve customer service.
- I provided each team member with mentoring and training opportunities to develop effective communication so they understood client briefs and exceeded customer expectations.
- We became a high-growth business by creating an innovative, partially automated, sales and marketing process. In recognition of this we were nominated for 'Innovative Business of the Year' in 2014 (and came 2nd).

Education

BSc (Hons) Bears Business Systems

1995 - 1999

Teddy Bears
University

Majoring in:

Strategic Business Management
Strategic Marketing

Personal Interests

- Scout leader (Bear Grylls is my hero)
- Rugby Coach for the Honey Pot Bears
- Surfing and Salmon Hunting
- An ever improving guitar player
- Stand-up comedy
- I enjoy reading (mainly humour and non-fiction)