



# Cole Bailey

Curriculum Vitae (CV)

## What job i'm looking for? My positive points

I am young, full of energy, goal driven and enjoy challenging myself. I have a passion for learning new skills, working my absolute hardest and I take pride in any and all work that I part take in.

I have just completed a years Online Product Marketing experience in Johannesburg, where I took on my entire division(Health) and ran it. I also enjoyed success by more than doubling the monthly sales and ultimately the annual profits for the division.

I have worked for many promotional companies, from selling tickets for events to bartending and waitering, I love working with people, but am happy if it is on my own too. I also was a free-lancer at my former company where I had to display discipline, time management skills and devotion to my division to reach and improve targets.

I am a hard, diligent worker. I enjoy doing extensive research on the products I market and sell as I have to be a proffessional at what I do, if I want it to succeed. I don't mind the heavy work-load, and encourage it, as it will develop more important skills, and ultimately, more sales and an encouraged, driven team.

Preferred occupation

**All Marketing positions**

Ads, marketing jobs

**Car drivers**

Driver jobs

**Telemarketers**

Sales jobs

**Any and all**

Retail, store jobs

**Receptionists**

Hotel jobs

**Part time jobs**

Part time, weekend jobs

**Jobs for students**

Student jobs

**Jobs abroad**

Jobs abroad

Generals  
General jobs

Preferred work location

Anywhere in KwaZulu Natal however I am willin  
KwaZulu-Natal

### Contacts and general information about me

Day of birth 1997-03-16 (28 years old)

Gender Male

Residential location Durban City  
KwaZulu-Natal

Telephone number *Information is available only for registered users.*  
[Sign in](#)

Email address *Information is available only for registered users.*  
[Sign in](#)

### Work experience

Working period	<b>nuo 2015.03 iki 2017.03</b>
Company name	Fleet Street Publications
You were working at:	Marketing managers
Occupation	Online Product Marketer
What you did at this job position?	<p><b>DUTIES:</b></p> <ul style="list-style-type: none"> <li>• Set up and design the Daily E-letters (Health Bytes: Monday – Friday) and rotate themed and popular embedded's (adverts) within article</li> <li>• Work in IBM Marketing Cloud daily, setting up and designing mailers to send to our contact database.</li> <li>• Use embedded analytics within the IBM marketing platform to report on customer behaviour and come up with marketing strategies to boost sales. (Click through reports)</li> <li>• Set up the Weekly Dedicateds ( Monday – Saturday) ( Single Product mailings designed to boost sales and move stock, using winning copy)</li> <li>• Set up all the Health Landing Pages, (design, upload and maintenance)</li> <li>• Create the 4 week rolling statistics with in depth analysis ( Pull stats on a Friday for the week, and add it to a 4 week rolling period with analysis to compare with previous weeks and months)</li> <li>• Create and send monthly Natural Health Dossier Online notification</li> <li>• Create and upload the content marketing pieces each month for NHD.</li> <li>• Submit 3 Embedded big ideas every Tuesday for health supplements + books to move stock (adverts for specific products to test and use on portals, e-store pop up banners, within articles and club sites)</li> <li>• Administer the e-store, health portals, club site and the monthly newsletter</li> <li>• Check all promos are up to date, and are the winning promos(controls,) all new products are uploaded, all banners are the winning embeddeds (winning copy) and up to date, hyperlink banners and embeddeds to winning Landing Pages, products that are wrapped up are removed, monthly reports and set up new marketing campaigns, e.g.: 48 hour fire sale etc. for the E-store.</li> <li>• Monthly Report on the e store, portal, emailers and LP sales as well as stock counts</li> <li>• Pull and send Daily Statistics for each division at FSP ( Health, Invest and Business)</li> <li>• Beginning of each month pull orders and sales and create a trend graph on excel – this shows total sales of each month on a graph (for the Health Division.)</li> <li>• Submit new marketing ideas &amp; campaigns to move stock and boost sales ( Christmas savings, 48 Hour fire sale, bargain bin etc.)</li> <li>• Develop in-depth knowledge of our product range ( learn all of FSP's Health Products, books and supplements and strategically rotate and market all products in daily E-letters)</li> </ul>

### Education

Educational period	<b>nuo 2011.01 iki 2015.12</b>
Degree	Grade 12 / Matric
Educational institution	Westville Boys High School
Educational qualification	Matric

### Languages

Language	Speaking level	Understanding level	Writing level
English	fluent	fluent	fluent
Afrikaans	basic	basic	good

**Computer knowledge**

All Microsoft packages, extensive experience using the entire microsoft office.

Basic knowledge of Photoshop and Wordpress.

Sports Nutrition Online Diploma (Shaw Academy)

FSP SH1C course ( Copy Writing, Content Marketing and Article Writing course)

FSP IBM Marketing Cloud Training – cloud based digital marketing platform for email marketing, analytics etc.

FSP Shutterstock training – Image editing

FSP Website Update, Maintenance and Editing training

FSP Winning Landing Page design, upload and maintenance training

FSP Basic Word Press training

FSP Positive Attitude training

FSP E-letter and Dedicated ( Online Emailing) training

FSP Stock Management and Product Marketing training

FSP Statistic Pulling, Analysis and Target Training

FSP Basic Photoshop Course

Accelerated Learning Course ( Get The Edge Coaching)

All basic Microsoft packages

**Conferences, seminars**

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#### Recommendations

Contact person	Roxanne Segers
FSP SH1C course ( Copy Writing, Content Marketing and Article Writing course)	
Occupation	Marketing Manager
Company	Unknown
Telephone number	082 774 5800

#### Additional information

Your hobbies	Fitness; health (completed a short sports nutrition course), travel; interacting with people, family & friends, promotional work, meeting new people, motocross, skating, snowboarding, and sports
Driver licenses	B Light Vehicle ≤ 3,500kg
Driver license from	2015-12-00 (10 years)

Salary you wish 13000 R per month

How much do you earn now 12000 R per month