

Andrew Bow

Address: Abintegro Ltd, PO Box 57970, London, United Kingdom. W4 9AE

Email: AndrewBow@3dcv.co.uk **Tel:** 0203 301 3378

Web Profile: View my 3DCV at www.3dcv.co.uk/AndrewBow

*After CV re-write
See below for the
'before' CV and the
CV appraisal*

PERSONAL PROFILE

As an experienced Senior Account Manager with telecoms industry expertise and an established client network I would relish the opportunity to help your company achieve its ambition of growing in the telecommunications sector. I believe both existing and prospective clients will be impressed with my approach to innovative product presentations and the attention to detail with which I will manage their accounts. I am, above all else, passionate about building long-lasting client relationships.

EXPERTISE AND CAREER INTEREST

Career Interest: Customer services | IT & Internet | Marketing

MOST SIGNIFICANT ACHIEVEMENTS

> Forming a strategic partnership with a major consultancy to provide complementary services which generated £5m incremental revenue.

I demonstrated: Product knowledge | Personal motivation | Business Innovation

> For my largest client, I created a three-year account growth plan which secured commitment from both my company and the client.

I demonstrated: Customer insight | Business Planning | Personal insight | Business Innovation

EDUCATION AND QUALIFICATIONS

Sample University - Bachelor of Science Major: Business & Finance (2:1)

June 1997

Sample High School - A Level: Maths, Geography (B)

July 1993

WORK EXPERIENCE

Call Centre Outsourcer Ltd

Jun 2005 to current

Client Services and Sales Director | Full-Time

Call Centre Outsourcer Ltd are a UK-based provider of call centre outsourced services. With call centres in the UK and India, they specialise in offshore solutions for both inbound and outbound calling.

RESPONSIBILITIES

> Account planning and delivery to build client relationships and enhance the service delivery

> P&L responsibility including revenue growth / performance targets

> Managing a client delivery team of four people, providing strategic and tactical direction to ensure revenue, profit targets and client satisfaction / expectations are achieved

ACHIEVEMENTS

> Forming a strategic partnership with a major consultancy to provide complementary services which generated £5m incremental revenue.

> Leading a sales and client team of 12 people to deliver revenue growth of 17% and profit growth of 20% in existing and new territories.

Call Centre Outsourcer Ltd

Feb 2002 to May 2005

Strategic Account Director | Full-Time

Telecoms Co Ltd

May 1999 to Jan 2002

Key Account Manager | Full-Time

TRANSFERABLE SKILLS

Technical Skills: Bloomberg (Beginner), Oracle (Beginner)

Interpersonal Skills: Listening Skills

Additional Skills: MS Office Suite (Advanced), Sales proposition building (Intermediate), Sales team leadership - up to 10 people (Intermediate), Website development (Beginner)

Languages Spoken: French (Beginner), Greek (Beginner)

Languages Written: French (Beginner), Greek (Beginner)

Awards: Finalist - National Sales Awards | October 2003

Training: Media Training | May 2000

INTERESTS

I spend my personal time with my family (my wife, two children - 4yrs and 2 yrs) and friends. I also lead a local Scout Group and enjoy most sports, particularly personal fitness training.

REFERENCES AND RECOMMENDATIONS

The following references are available and can be contacted with prior agreement:

Joe Bloggs | Telecoms Co Ltd

Andrew Bow Address: Abintegro Ltd, PO Box 57970, London, UK. W4 9AE

Email: AndyB@mail.co.uk

Tel: 0203 301 3378

Before CV re-write
See below for the
CV appraisal used
to transform the CV

Education

- Sample University –
Bachelor of Science Major: Business & Finance (2:1) June 1997
- Sample High School –
A Level: Maths, Geography (B) July 1993

Career Interest: I enjoy marketing, sales and the IT/Internet sectors

An experienced Senior Account Manager having worked for several leading organisations. I am a passionate sales and service professional with a demonstrable track record of success. With management experience I am well qualified to lead teams and always try to stand out from the crowd.

Experience

Call Centre Outsourcer Ltd Jun 2005

Client Services and Sales Director

Call Centre Outsourcer Ltd are a UK-based provider of call centre outsourced services. With call centres in the UK and India, they specialise in offshore solutions for both inbound and outbound calling. I was responsible for the south east performance and expected to deliver revenue growth.

- Forming a strategic partnership with a major consultancy to provide complementary services which generated £5m incremental revenue.
- Account planning and delivery to build client relationships and enhance the service delivery
- P&L responsibility including revenue growth / performance targets
- Managing a client delivery team of four people: providing strategic and tactical direction to ensure revenue, profit targets and client satisfaction / expectations are achieved
- Leading a sales and client team of 12 people to deliver revenue growth targets across both new and existing territories.

Call Centre Outsourcer Ltd 2002 to May 2005

Strategic Account Director

Call Centre Outsourcer Ltd is a leading Call Centre provider with offices in 24 countries - as part of the sales team my role was to increase revenue within the UK working on both existing and new accounts. With demanding targets and clients, I was successful in retaining over 90% of the client base and cross selling new services.

Telecoms Co Ltd May 1999 to Jan 2002

Key Account Manager

Interests

I spend my personal time with my family (my wife, two children - 4yrs and 2 yrs) and friends. I also lead a local Scout Group and enjoy most sports, particularly personal fitness training.

Courses & skills

Sales Management, Bloomberg, Key Account Management, Managing People within the Law, Listening skills expert course.

Bloomberg, Oracle, Listening, MS Office, Sales propositions, Sales team leadership - up to 10 people, Website development, French, Greek, National Sales Awards, Media Training (May 2000)

References

Joe Bloggs | Telecoms Co Ltd




CV appraisal

CV Appraisal
 Performed by our
 experts using our
 SUCCESS criteria



Prepared for:	Andrew Bow
Appraisal date:	06 August 2009
Prepared by:	Clear View™ www.abintegro.com

S.U.C.C.E.S.S	APPRAISAL & TIPS FOR YOUR CV	A	B	C
Sign Posts <i>Easy to read & navigate around your CV</i>	<p>The sections in your CV are not very clearly defined. TIP: Introduce sections and sub-sections with section breaks, headings, bolding, consistent formatting and suitable spacing.</p> <p>You have several inconsistencies with formatting: font, bullets and indentations. The layout is sometimes confusing and untidy. TIP: Your CV is a good length of 2-3 pages, but try to use one modern font (such as Arial or Calibri rather than Times New Roman) throughout and use your bullet points and indentation to improve readability.</p>			<input checked="" type="checkbox"/>
Underwritten <i>Evidence to back up the claims you make</i>	<p>Claims you have made in the profile and in job summaries are clearly demonstrated in your job detail, using similar language. The reader is likely to trust the content of your CV.</p> <p>Your referees are named or references are made to them, which is good, but try to associate referees with specific achievements or jobs to make your claims more trustworthy.</p>		<input checked="" type="checkbox"/>	
Common Threads <i>Transferable skills are clearly highlighted</i>	<p>You have not grouped your skills, meaning you may have a long list of similar skills for the reader to digest. TIP: Group skills together where they are related or of a similar type and get rid of any duplicates.</p> <p>Your CV could also benefit from more information about the level of skill you have. TIP: Try to include more meaningful skill levels (beginner, intermediate, advanced) for those skills most relevant to the job for which you are applying.</p>			<input checked="" type="checkbox"/>
Character <i>Presence of personality, passion & motivation</i>	<p>You have used the 1st person: 'I' or 3rd person: 'she/he' consistently throughout, which is great. We advocate using 1st person as it's more personal.</p> <p>There are clear sentences within parts of your CV which show evidence of personality and motivation, but little or none in your personal statement. TIP: Ensure there is always a sentence demonstrating your individuality in your personal statement.</p>		<input checked="" type="checkbox"/>	
Error Free <i>Perfect punctuation, spelling & grammar</i>	<p>1 or no spelling mistakes. Excellent!</p> <p>Several punctuation mistakes. TIP: Ensure you use complete sentences. Read your CV out loud or ask someone else to do it and see if it is read how you meant it to be read.</p> <p>Ask family or friends to review your CV for errors and readability.</p>		<input checked="" type="checkbox"/>	

<p>Successes</p> <p><i>Tangible, measurable achievements included</i></p>	<p>You have not clearly separated responsibilities and achievements. TIP: Responsibilities are the things you were supposed to do; achievements are the things you actually achieved in the role, using your own initiative. Claims and achievements need supporting details to make them more believable. TIP: Include timeframes, number of people involved, outcomes etc.</p>	
<p>So What</p> <p><i>The value you bring to the reader is clear</i></p>	<p>You have made no reference as to the value you might bring to a potential employer. You need to be explicit about this even using the phrase "I will bring...".</p> <p>You have also not really made any attempt to relate your personal skills and achievements to the potential employer or job opportunity. TIP: Ensure you always make your CV relevant to the audience reading it and never send a generic CV.</p>	
<p>OVERALL CLEAR VIEW™ APPRAISAL RATING</p>		

Clear View™ Appraisal Definitions:

<p>A</p>	<p>A CV which recruiters are excited to read. Highly likely to make it to interview stage.</p>
<p>B</p>	<p>A CV which is considered to be borderline. Likely to make it to interview stage.</p>
<p>C</p>	<p>A CV which will not make the cut. Highly likely to receive a rejection letter.</p>

Other general notes & feedback regarding your CV:

- *Be aware that your score (C) relates to the presentation of your CV content not to the content itself. You have some great skills and experience and excellent things to say about yourself just make sure you say them and present them in the most effective way.*
- *The primary issue relating to punctuation is your use of incomplete sentences, which makes your CV difficult to read. Read it out loud slowly to yourself or get a friend to read it out loud to you and see if it makes sense. Do not overuse dashes as a way to avoid punctuation. Use full sentences with commas, full stops and colons (:).*
- *Group your skills into a skills section and try to draw out the common skills you have gained from your work experience. Put the skills section early in your CV.*
- *You are using a personal email address. With an abintegro full membership account you get a professional email forwarding address.*
- *Using the abintegro CV tool helps you to layout your CV in a clear, professional way. You can enter all your CV information and then export a CV into MS Word where you can edit it further.*