

RICHARD SMITH - CV

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I am an experienced finance professional with a range of experience within business finance and business development. Happy belly to belly or on the telephone. Willing to consider part-time roles or a temporary contract for the right opportunity.

I live in the centre of the county and have contacts to support the initial requirements of the role and to support the longer-term objectives.

Key Skills business and personal finance expertise with direct hands-on business experience. I am also qualified to provide mortgage and loan advice and understand how loans and lending are underwritten having worked for two national lenders and with a commercial finance broker.

Conventional and digital marketing expertise, supported by direct response methods, **Pay Per Click and remarketing** using **Google and Facebook**. **Creating and writing content**, day to day sales work and business administration. **Able to update and design websites and E-commerce platforms (products and content)**. Search engine optimisation knowledge and proven ability to rank sites within search engines (**SEO**). I have had some positive experiences using public relations both in conventional print and digital, having had articles in a number of publications - Financial Times most recently.

Resourceful, self-motivated and proactive. Happy working to a plan with outside consultants and third-party suppliers or on my own. Rarely late for meetings or late for deadlines. if it's going to be late you'll know long in advance.

I know the difference between a secure certificate and an xml feed and have continued with training and professional development in a number of these areas, with a well advanced fake news detector.

- considerable practical experience in the backend of websites
- excellent knowledge of pod-casting (limited with video) and how that fits with modern marketing
- good knowledge in the workings of the search engines and of Google tools
- excellent understanding of search optimisation and website structure
- able to create and implement working 'sales funnels' where appropriate
- still learning more about copywriting and getting videos ranked, happy creating content
- general business administration skills, some knowledge of VAT issues, fire fighting

Belly to Belly Skills - it's not always about the digital.

The digital world is changing rapidly, people less so. Having been on the front line in sales and the back office I have a clear understanding of how the various models work and how to use the various methods to drive business forward. Targeting, direct mail, telephone all have a part to play in modern business development, there is no one size fits all.

Finding out what people want and why they choose to take action is more important than ever, which is why I believe strongly in research and knowledge before deployment. I also accept that it's often more about the grunt and grind of business and less of the intellectual.

Happy with GDPR stuff, supported with extensive knowledge in relation to I.T (I know my hard drive from my memory chip) and most software packages.

CAREER SUMMARY

2010 – present - various part-time roles. Sales and business development. Flaxfarm Ltd. Managing the e-commerce side of things. Arranging the email marketing, social media audience building and creation of marketing funnels, creation and setting up Adwords. Amazon (FBA) and eBay. Improving the search ranking and modernising the website, solving online security issues (Wordpress).
Blue Crystal Glass Limited. Business development, working with the business to solve its marketing and finance issues, website development, offline and online marketing, telesales. Was bankrupt last year. **Effective-Hypnotherapy /Indigo Umbrella** website development and social media campaigns for this micro business. **Logic 1st.** Sussex based I.T consultancy, business development role, working with the sales team to find new markets and develop services, copywriting, and email marketing, research. **Flood-it (Ekonomical Ltd)** sales and business development using a range of tools, cold calling new customers, setting up presentations and meetings with potential stockists and account managing stockists. Reporting back to the senior team.

1996 – 2010 Independent Financial Services (UK) Ltd.

Business development and compliance auditor. Providing financial advice to and generating scheme business with joint venture organisations like the National Union of Journalists, the Chartered Management Institute and the Federation of Small Business (FSB).

OTHER RELEVANT SKILLS AND EXPERIENCE

Fully conversant with most modern software packages and operating systems, including MS/Mac/Linux and web servers. Excellent Wordpress knowledge, design, installation, and practical security methods. Conversant with all online payment processing, Amazon (FBA) Adwords and Facebook marketing.

EDUCATION & PROFESSIONAL QUALIFICATIONS

Minchendon School	English, Maths, Physics, Geography GCSE
Chartered Insurance Institute Mortgage Planning (Bridge) Institute of Financial Services	Financial Planning Certificate (Advanced) Personal Investment Planning

UNPAID POSITIONS, OTHER ACTIVITIES

Occasional lecturer at Barnet and Southgate College for both A-Level Finance and Degree Level - Business courses. Start-up business mentor for Startups Direct and Ixion.

Author of The Great British Pension Swindle 2018 featured in the FT.

Speaker at a number of events for FSB and Sussex Enterprise on a range of topics including online marketing, email security and small business finance, effective PR, managing growth in a small business.

Just finished the refurbishment of an old house in Spain, plastering, window fitting, tiling, plumbing, liaising with Spanish tradespeople.

Other Important Info.

Learning Spanish - Para me, no es fácil.

Can cook - mainly experimenting with curry, recently tried artisan bread (badly).

Driving Licence: full, clean UK driving licence held/ own car.