

ALEXANDRA GAZZARD

SEEKING NEW ROLE

- 📍 Monmouth (Willing to Travel)
- ✉ alexandra.gazzard@icloud.com
- ☎ +44 (0) 7359 510 946
- 🚗 Full Clean UK Driving Licence

SKILLS

- Experienced Sales and National Account Management
- B-Corp and Salsa accreditation
- Qualified Agile Project Management and Practitioner, with relevant experience.
- Proficient in all areas of Microsoft Office, including SharePoint, Excel Work and PowerPoint.
- Competent in Slack, Hubspot, Trello, Mailchimp, Discord, Telegram and Xero.

EDUCATION

AGILE PM

BSC BIOMEDICAL CHEMISTRY

University of Warwick
2004 -2007

A-Levels AABB
2002 - 2004

GCSEs 13 A*-A
1997-2002

LANGUAGES

English native language
French speaking, writing

PROFILE

An entrepreneurial and skilled business professional with extensive sales, marketing, research development, compliance and FMCG business acumen. Highly organised, efficient and thrives in a team environment. Able to work on own initiative when needed, to deliver the required results. Reliable and loyal, currently seeking a new challenge, open to opportunities.

EXPERIENCES

2023 *APRTF Co-Founder November 2020 - April 2023*

Shareholder to date

- Research and development experience : including recipe idea from concept to market ready
- Market research: Analysis and data extrapolation to support proof of concept
- Legal: Worked on trademark application and deliver
- Forecasting: collaboration with finance to deliver a realistic budget
- Technical analysis: worked with the relevant governing bodies to ensure compliance with laboratory testing
- Formulated operational and logistical plans
- Account managed all sales accounts incl. on-trade and off-trade
- Export: Secured major listings in Europe and Middle East
- Technology: implemented tech stack for both internal and external operations incl. E-commerce, digital analysis and communications
- Pitch skills: Phase 1 Winner Bio-accelerate
- Digital: Managed online platforms and marketing. Experienced Hubspot

2023 *AGILE PM Practitioner*

- Studied the philosophy, principles, roles and responsibilities and products in AGILE
- Previous experience using AGILE project management technique
- Uses and ideal balance between the standards, rigour and visibilium for good project management and fast pacer, change and empowerment provided by the AGILE approach

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ACHIEVEMENTS

- Crowdcube campaign target achieved;
- Brand feature in Grocer;
- Virgin Step-Up programme completed;
- Phase Two Bio accelerate runner up;
- Big Green fundraising target achieved;
- RHS Chelsea Stand (Gold Winning);
- Bio accelerate winner;
- Private equity raise;
- Young entrepreneur of Year runner up;
- Women in Business finalist.

INTERESTS

- Active gym member.
- Ski, Snow, Water-sports and Netball lover.
- Interested in A.I.
- Recreational tennis with family.
- Crohn's and Colitis ambassador.
- Enjoys yoga/pilates.
- Mindful : works on self through mindful activities (C.B.T qualified) SBD2. Waterski and Boat Licence.

EXPERIENCES

2022 *HAVABIER Business Development February 2022 - April 2023*

- Rebranded a struggling beverage company
- Responsible for business planning from feasibility (proof of concept) to product deployment
- Effective at managing individuals and teams to deliver aims and objectives in line with company ethos and strategy
- Experience of providing customer service – including customer retention, resolving customer complaints, monitoring feedback and customer expectations
- Sales strategy : implemented KPI's GANTT charts and budget forecasts
- Secured brand listing n export market
- Established working relationship with Department of International Trade (DIT)

2022 *Business Marketing Development (Charity Based) Bees (Cover February 2022 - July 2022)*

- Fundraising : planned and deliver Big Green Campaign. Target achieved
- Successfully assisted in project management for RHS Chelsea Flower Show 2022. Winning gold accreditation
- Data Analysis : monitored data with internal and external companies
- Digital Marketing : responsible for internal and external communications. Grew social presence
- Delivery of annual event in local community
- Engagement in external meetings with key partners and donors. E.g Rowse Honey and Brentford FC

FURTHER EMPLOYMENT

- 2017 - 2019** CEO - PropTech: Solution
- 2012 - 2018** Managing Director Online Property Management
- 2007 - 2012** Managing Director Serviced Apartment Co - Nationwide
- 2004 - 2008** Halifax Bank Customer Service Manager
- 2001 - 2004** Pizza Hut Team Member