

TERRY DOWNIE

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CAREER PROFILE

An accomplished professional with a demonstrated track record of driving sustainable growth by cultivating strong customer relationships, driving optimal service standards, identifying market opportunity and applying consultative solution-centric sales techniques.

Highly agile with a proven capacity to adapt readily to different organisations and industry sectors (Banking & Finance; Utilities; Retail; Engineering).

PROFESSIONAL ATTRIBUTES

- **Analytical Thinking** – drives analytical decision-making based on reason and logic, with a data-driven and iterative approach to continually improving business performance for long-term success
- **Communication & Influence** – establishes trust and credibility with stakeholders at all levels of industry with an adaptable, personable style; listens actively to others, using coaching and inquiry to drive shared clarity; presents information clearly and persuasively to effectively influence negotiation and decision-making
- **Relationship Management** – builds positive and productive relationships with customers, colleagues and third party stakeholders; consults actively to align all parties with common goals and fosters a collaborative approach to achieving win/win outcomes
- **Commercial Acumen** – demonstrates natural aptitude for commercial matters with proven success in analysing internal and external data to identify and capitalise on emergent market opportunities; able to quickly ascertain the priorities of new business clients and develop tailored solutions and services
- **Results Focus** – sets clear goals and develops rigorous performance analytics to enable continual focus on results and drive continuous growth in sales revenues

KEY SKILLS & AREAS OF EXPERTISE

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|-------------------------|------------------------------|--------------------------------|
| • Business Management | • Databases | • Computational Mathematics |
| • Business Intelligence | • Python | • Advanced Statistical Methods |
| • Reporting & Analytics | • Computational Analysis | • Financial Reporting |
| • Market Analysis | • Linear & Nonlinear Algebra | • Financial Services |
| • Competitor Analysis | • Calculus | |

EDUCATION

2018 Level 4 Diploma for Financial Advisors (DipFA), London Institute of Banking & Finance (LIBF)

2009 BSc Mathematics with Business Management, First Class (Hons), Northumbria University

*Institute of Mathematics and its Application Award for Best Achievement (2nd and 3rd Year)

*Institute of Mathematics and its Application Award for Best Overall Performance

CAREER SUMMARY

DATES	POSITION & ORGANISATION	FOCUS & RESULTS
May 19 ongoing	Copywriter, Content Creator Proper Copy Ltd https://www.propercopy.com/	Created business from the ground up, including website design, copy, market research, business strategy, positioning, marketing strategy, client engagement, acquisition and retention Currently working to extend professional network and create additional content targeted towards financial services, leveraging business experience, with a view to expand in time
Jun 15 to May 19	Area Manager Provident Financial https://www.providentpersonalcredit.com/	Recruited, led, developed and incentivised a team of 20 Sales and Customer Service agents through organisational change and restructuring Established as regional expert for reporting, analytics & technical systems, contributing to significant improvements in business intelligence Involved heavily with internal comms and in-house marketing campaigns Project managed successful transition to Financial Conduct Authority oversight during ever-evolving regulatory framework
Aug 14 to Jun 15	Business Development Manager Provident Financial https://www.providentpersonalcredit.com/	Delivered comprehensive market analysis to identify emergent risk and opportunity and developed BD strategy accordingly Developed and executed targeted marketing campaigns and embedded solution-centric sales techniques in the team Increased customer portfolio by 5% in a declining market with national average decrease in customer base of 25% Generated \$500K growth in annual revenue through careful account management
Jul 13 to Aug 14	B2B Account Manager Utilitywise http://www.utilitywise.com/	Developed a portfolio of 150+ B2B clients via market analysis; cold calling and networking Maintained exemplary client retention rates with a 98% repeat business rate Delivered annual after cost profits of \$200K within the first year of tenure Established as subject matter expert for church and charity customers, implementing best practice to improve customer experience Developed high-level proficiency with new CRM system, optimising system utilisation, process automation and reporting capability
Nov 10 to Jul 13	Branch Manager Edmundsons Electrical Limited http://www.edmundson-electrical.co.uk/	Responsible for customer portfolio valuing \$5M pa. maintaining 100% client retention Capitalised on emergent market opportunity an government funding to establish a new solar division which delivered £300K revenue in year 1 Worked collaboratively with providers to reduce costs, generating profit growth of 10%