

# REBECCA COLLINS

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+44 (0)7446 123456

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## PROFESSIONAL EXPERIENCE

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### **Bounce Foods UK** • Guildford, England

*Vice President of Sales & Marketing*

*August 2014 - Present*

*Regional Sales Manager*

*August 2012 - July 2014*

- Secured a £1.2 million distribution deal with a major UK retailer
- Increased Bounce product placement in region's retail stores by 250% over last 12 months
- Defined key KPIs and executed strategies for improvement, increasing email marketing conversion rates by 12% and reducing cost of customer acquisition by 32%
- Designed and implemented CRM system that utilised customer and data analytics to improve retention by 16% in 18 months across all marketing channels
- Implement strategies to increase customer engagement via online and retail channels
- Forecast sales by marketing program and customer segment and present leadership updates
- Lead team to effectively present on new products, monitor stock levels and competitor marketing activity and ensure pricing and promotion execution for over 300 stores

### **Lululemon Athletica** • London, England

*Brand and Community Director*

*November 2008 - July 2012*

- Hired and trained a 12-member internal brand and community team for European market
- Developed partnerships with local fitness brands and recruited 7 Lululemon Ambassadors
- Led strategy and implementation for Lululemon Sweatlife Festival, which attracted 22 London-based fitness studios and over 5,000 attendees
- Developed digital marketing strategies that increased guest acquisition by 14% in 6 months

### **Prudential Financial** • London, England

*Financial Professional Associate*

*May 2006 - October 2008*

- Developed and adjusted insurance and investment strategies for policyholders
- Sold financial products to new clients, increasing monthly revenue by 21% in 18 months
- Assisted clients with account management tasks such as processing loans, changing beneficiaries, filing claims and evaluating policy options

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## EDUCATION

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### **Jesus College, University of Oxford** - Oxford, England

Bachelor of Arts in Economics and Management

*May 2006*

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## COMMUNITY INVOLVEMENT

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### **Oxford University Alumni Board** • London, England

*Board Member*

*May 2016 - Present*

- Host quarterly events in the London area to connect alumni and recent graduates
- Advise alumni office on developing strategies to increase alumni engagement

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## SKILLS AND DISTINCTIONS

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- Fluent in Spanish
- NASM Certified Personal Trainer
- Expert proficiency in Microsoft Office Suite and Salesforce

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June 15, 2018

Ms. Katie Posocco  
Director of Experiential Marketing  
Soul Cycle  
609 Greenwich Street  
New York, New York 10014

I am writing to express my interest in the Vice President of Marketing and Communications position with Soul Cycle. I had the pleasure of trying out several Soul Cycle classes during my visit to New York in the past few years, and I am impressed by the company's fast growth and commitment to developing strong relationships with its clients and instructors.

I have a successful track record of organising promotional events, helping my employers exceed their sales targets and training new team members. I am confident that I could leverage these experiences and my passion for the wellness industry to grow Soul Cycle's marketing and reach during the company's expansion into the UK.

I joined Bounce Foods UK when the company had under ten employees, and my team's sales and marketing efforts helped Bounce products become instantly recognisable brands at stores like Starbucks and Whole Foods. To get the products to this stage, I organised over 100 promotional events throughout London that helped increase brand awareness. We passed out samples at the London Marathon, outside local gyms and at area fitness events, for example. I would comfortably organise similar initiatives to grow Soul Cycle's brand recognition in London.

I consistently exceeded targets during my tenure at Bounce and Lululemon. At Bounce, our team has beaten its target for retail partnerships by at least 20% each quarter. At Lululemon, I successfully onboarded over 25 new team members and beat our targets for partnerships by 32%. I am confident I could achieve similar results with the onboarding and growth strategies at Soul Cycle.

Thank you for your time and consideration, and I look forward to discussing my qualifications with you further. If you have any questions in the meantime, please feel free to contact me by email or by phone.

Yours Sincerely,

Rebecca Collins