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PROFILE

Most of my career has been in Sales where I have been most successful and energised where I have believed in my cause, company or product. I have always been very community minded as you can see in my summary below and am now looking to combine my skills and passion in a role where I can make a difference to the lives of others. I offer experience gained with a variety of businesses from large corporate organisations, public sector, charities to sole traders and community groups.

EMPLOYMENT HISTORY

Tesco – Community Champion

Oct 2022 to Present

My Customer Service skills and community spirit were appreciated by the management and I was asked to become the store's Community Champion liaising with local community groups, schools and others looking to add value to the community. I host regular community champion coffee mornings bringing community leaders together to share stories, support and work together on new projects. This is proving a great success.

Tesco – Checkout Assistant

Mar 2020 to Present

Having successfully completed my latest business project at Winning Tenders, just as Covid came along while I was looking for my next role, Tesco offered an immediate solution to the problem of regular income. This has proven more rewarding than first anticipated! During Covid helping customers feel calmer as they left my checkout was my main mission. For many, the conversation on the till might be the main conversation they have that day. Others prefer you just to get the job done. Giving good customer service is key to the role and recognising what that means for each individual customer is a skill.

Royal Borough of Windsor & Maidenhead

May 2019 to May 2023

Councillor for Clewer & Dedworth West

I was elected as a local Councillor and gained valuable experience working with officers and local community groups to help improve & deliver services for both my ward and the wider RBWM. Although challenging at times, ultimately a very rewarding experience. As a Cllr you provide a bridge between the community and the council, being an advocate for local residents and pointing them to the right people in the council. I received training in practical things like how the planning process works but also topics such as Corporate Parenting & GDPR to ensure we protect our young while respecting privacy. I sat on the Windsor Planning Panel for 4 years which involved reading planning applications, attending meetings, sharing our thoughts based on national and local planning law and then voting on the application. I was Vice Chair of the Infrastructure Overview & Scrutiny Panel, gaining a good understanding of how the process of local government works and building good rapport with many officers which enabled me to get things done and facilitate prompt actions / solutions / feedback as needed. Community leadership is at the heart of local government. I worked in partnership with local communities and organisations including public, voluntary, community and the private sector.

Winning Tenders Limited – Sales & Marketing Director

July 2017 - March 2020

Reviewing all sales & marketing channels and making recommendations for improvements.

Championing combined social media, email marketing, telemarketing, LinkedIn research, content creation approach to boost traffic flow to website and hone in on key target accounts, ensuring relevant parties have the information they need to make positive buying decisions for our business proposal & tender creation / review service.

My mission was to grow the business to attract investors so that the current CEO could retire. I almost doubled the turnover in 2018-19 which led to interest and purchase of the business.

Social Media Directors Limited (now I Love Windsor Limited)

July 2013 to Present

My own company, working with various businesses as a consultant including:

An early adopter and promoter of email marketing in the UK (2001) working with a US partner Emailabs, I pioneered a Content Management System CMS for Business in Berkshire community (2004) and was one of the first to experiment with social media for business. Social Media Directors allowed me to use my skills as a consultant to businesses.

Reed Exhibitions Marketing Automation Manager - Contract**May 2014 to Oct 2016**

Working with Reed Exhibitions on a consultancy basis while they lay the foundations of their Marketing Automation plan. I was engaged by the Project Leader as he recognised my ability to adapt to new technologies and appreciated my sales & marketing background would be advantageous while working with the in house Marketing Teams. In the spring of 2016, as the project geared up I was brought in full time and I was employed in a variety of tasks while new team members got up to speed with the Eloqua, Oracle's email marketing platform.

Business in Berkshire (LiaiseOnline Limited T/A)**1996 to June 2013*****New Business Development Manager/Owner***

- Specialist sales consultation in various marketing and e-marketing methods
- Working with small to medium businesses and community groups to optimise their business reach and networking opportunities, these services included:
 - Direct sales face to face & board level
 - Crowdfunding ideas and encouragement
 - Telemarketing
 - Exhibition organisation & management
 - Business to business social media specialism
 - Working with government agencies to help them achieve targets
 - Offering thought leadership
 - LinkedIn training
 - Demonstrating logical use of Twitter for making business connections
 - Running Twitter advertising campaigns location & topic based
 - Email campaigns
 - Website design services
 - Search Engine Optimisation
- Voted Social Media Week's Social Media Personality of the Year in 2012

Johnson & Johnson - Sales Consultant - Vistakon division**1988 to 1996**

Changing the mindset of opticians was one of my earlier roles, launching Acuvue Disposable Contact Lenses for Johnson & Johnson in the north of England, winning sales competitions along the way.

- Responsible for launching Acuvue Disposable Contact lenses in North England
- Consistently achieving and over achieving targets
- Achieving 'Top Sales' awards for 2 consecutive years
- Created my own CRM module using Access v1 to manage my call cycle

Nestle Foodservice - Territory Manager**1986 to 1988**

- Constantly exceeding my targets ensured I was on the fast track
- Calling on wholesalers, Cash & Carry's and end user hotels & restaurants
- Selling catering products across the Nestle range including Nescafe & Maggi

QUALIFICATIONS

Newcastle Polytechnic HND in Business Studies with Retail Specialism

COMMUNITY WORK

I Love Windsor**2009 to Present*****Editor of a Community Blog***

I have maintained a local blog for many years with the main aim of promoting community news and events to enable local residents to know what is going on. I used it extensively as a Cllr to both inform and ask questions. We get around 50,000 page views a year on our blog and 50,000 views a month on our Facebook Group which has over 7k members.

Windsor & Eton Rotary Club**April 2008 to Present*****Rotarian - currently Chairman of Youth Committee***

I attend weekly meetings and get involved in a variety of different projects, community fundraising and supporting many local charities. I have led the Youth Speaks project for over 10 years which encourages young people to present and communicate to an audience which I believe to be an invaluable life skill.