

# MICHAEL REED

SPONSORSHIP SALES EXECUTIVE 📍 SALFORD 📞 07930983232

## ▣ DETAILS ▣

Manchester  
Salford  
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Place of birth  
Dubai

Nationality  
British

## ▣ LINKS ▣

[Linkedin](#)

[Inside Government](#)

[GovNet](#)

[Informa](#)

[Naseba](#)

## ▣ SKILLS ▣

Adaptability

Ability to Work in a Team

Telephone Sales

Communication and Negotiation

Commercial Awareness

Market Research

Competitive Analysis

Emotional Intelligence

## 👤 PROFILE

I am a motivated and passionate individual who has developed a range of skills over a 11+ year period in various enterprises within the UAE and United Kingdom, Including media, event management, business analysis, investment and military logistics. With every organization I have worked for, I have proven to be a reliable team player with effective communication and customer service skills with a proven track record of working and excelling in high pressure business environments.

## 📁 EMPLOYMENT HISTORY

### Sales Assistant at Curry's PC World, Manchester

December 2020 — Present

Over the course of the lockdown, I upgraded my computer skills and knowledge to develop as a UX designer.

I have a wealth of experience in phone sales and negotiation but I chose this role to enhance my face to face skills. This is what I can take forward to be used as a UX design professional in handling critical meetings and making effective presentations with clients and stakeholders.

I also took the role to better understand the relationship between the user and technology.

During this period I have consistently been in the top three positions of the sales leaders in terms of volume and received many customer compliments on my customer service.

During these difficult times, the management praised my efforts as I worked across three roles being sales, computer trouble shooting and warehouse duties

### Sponsorship Sales Executive at Inside Government (GovNet), Manchester

March 2019 — July 2020

Hired as a delegate acquisition executive, I was promoted to work in the sponsorship team for the Inside Government division with a primary focus on the delivery of our portfolio of 140 exclusive events to C-Level heads of Public Sector organizations across various verticals including Emergency Healthcare, Justice Reform & Public Sector Mental Health.

Key achievements:

- Frequently closed deals from first call to contract signed within one working day. (AOV's between £3,000 to £9,000)
- Responsible for signing net new business with companies such as UCAS, BAE Systems, Salary Finance, City & Guilds, Coventry University and Sodexo
- In November 2019 I hit 190% on my monthly target (£10,000) in a period where we have little traction on events
- Exceeding daily KPI's by a average of +50% against one hour call time and four proposals a day

### Delegate Acquisition Executive at GovNet Communications, Manchester

April 2018 — March 2019

Managing a portfolio of Senior executive level, public sector conferences and to large scale networking event circa 3,500 delegates. Working towards set sales targets and delegate objectives through warm and cold calling

Key Achievements:

- Named by management as the best researcher in the business

- Consistent over achievement of KPI's. Often achieving 2+ hours talk time against a 1.5 hour target and outbound calls reaching over 90 calls a day.
- Launched a multi million pound event around Blockchain Technology for the first time, for the private and public sectors. I was responsible for filling the VIP area from 50 to 400 major players within the space against a 350 seat target (114%) within two weeks.
- Frequently exceeded weekly targets of £1,500 in a few hours

#### □ Sales & Operations Coordinator at Informa MENA, Dubai

September 2016 — August 2017

I was directly involved with the main operations team, handling the entire event portfolio in various operational support roles including:

- Coordinating and arranging meetings with sponsors and VIPs
- Coordinating with clients for event show guides
- Leading the 'guesting strategy' for several large-scale events
- Liaising with the shell scheme contractors and sponsors for their event presence,

#### □ Business Analyst and Sales Executive at Naseba, Dubai

August 2015 — September 2016

#### □ Project Coordinator (Contract) at Toll Global Forwarding, Dubai

January 2013 — September 2014

#### □ Freelance Electrical Technician, Grips, Props and Production at Filmquip Media Company, Dubai

June 2009 — December 2012

### 🎓 EDUCATION

#### □ Professional Diploma in UX Design , UX Design Institute, Manchester

December 2020 — December 2021

#### □ National Certificate Edexcel ICT BTEC, Chichester College UK, Chichester

2006 — 2009

#### □ ICT Practitioners Edexcel Level 2 BTEC First Certificate, Chichester College, Chichester

2006 — 2009

### 🔧 COURSES

#### □ Level 5 Diploma in Sales and Marketing, Training Qualifications UK (TQUK)

April 2020

#### □ Hubspot Outbound Marketing Certification

February 2016

### 🔊 REFERENCES

#### □ Sharon Azam from GovNet - Managing Director

Contact details upon request

#### □ Alan Kelly from Informa MENA - Commercial & Strategy Director at Informa

Contact details upon request

#### □ Soumya Bhattacharjee from Curry's PC World

Contact details upon request