# CONFIDENTIAL CURRICULUM VITAE

**Deborah Wallace.**

**Personal Details**

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**Tertiary Qualifications - Bachelor of Arts: Design. RMIT**

**Personal Strengths and Self Evaluation.**

**\*** Sound Business Development and Commercial Acumen

\* Identify Prospects and Opportunities Quickly

\* Self-Sufficient.

\* Successful Sales and Marketing Skills (achieving targets and KPI’s

\* Skilled in All Aspects of Communication

\* Strong Planning and Organizational Methods

\* Committed to Providing Exceptional Client Service

\* Effective Team Member with Proven Abilities to Perform Well Under Pressure and in an autonomous role.

**Employment History.**

**February 2018 Boyd Blue –** Wholesaler, Manufacturer and Importer

**Present** of interior products for over 20 years. BOYD BLUE Is distributor for:

* ARTERIORS,
* BOX LIVING,
* SKYLINE,
* LOUNGE DESIGNER FURNITURE,
* WHITE and
* BOYD BLUE own designer range of furnishings including rugs, wallpaper and furniture.

**Position**: Business Development Manager Victoria

**Results Achieved**

 Introduced 75 New clients to the Boyd Blue data base and have personally visited and presented the range of product.

 Account Managing existing client base of 200.

 Top 50% of accounts have been visited twice or more, presented with current portfolio of range.

 Addressed a number of brand related matters to rectify brand disloyalty and disharmony. Brand building has been a priority as it is apparent Boyd Blue is not well known within the Melbourne Architectural and Designer space.

**Successes** **Specification for Collins Street, Melbourne Boutique Hotel – 222 rooms custom made rugs, Arteriors lighting confirmed with custom bedheads currently being considered. TBC Arteriors lighting specification for Grand Hyatt Seoul, Sth Korea.**

 20% Sales increase as against prior year whilst developing business network and rekindling relationships

**July 2016-**

**February 2018 Hume Internationale-** Importer and Distributor of interior products. The Company has been operating since the 70’s. Hume has a proven reputation for working creatively with Architects and Interior Designers helping them solve their commercial and residential requirements.

**Position:** Account Executive/Business Development Manager Victoria

**Results Achieved**

 Developed a start up client base of more than 100 clients.

 Achieved targets for second half of year after creating new client base and brand awareness within the commercial A&D space.

**Successes Specification across 12 products for W Hotel Collins Street Melbourne. St Kilda FC Clubrooms. North Melbourne FC Clubrooms. Epworth Hospital etc**

**2000-June 2016 Part Time Interior Decorator/Designer contracting to residential market while raising three children.**

**July 1996 –**

**Sept 1998 Ontera Milliken-** Ontera is the Australian design leader in carpet tiles and commercial carpet, offering the most unique range of solutions for interiors.

**Position:** Account Executive/Business Development Victoria

**Jan, 1992-**

**Oct 2000 Self Employed – Trading as “DDG Pty Ltd” – Melbourne Importers and Distributors Of European Soft Furnishings**

**Position: Business Development, Sales / Marketing Director.**

My overall objective was to build, develop and maintain a customer base Involving a broad product range comprising:

* Soft furnishings / textiles floor coverings
* homewards / giftware accessories
* Specific accountabilities as Business Development and Sales and Marketing Director include:
* Overseas buying trips to source products
* Negotiating contracts
* Sourcing and developing locally made products
* Co-coordinating Trade Shows
* Liaising with retailers, hotel groups, interior designers and architects,
* Establishing budgets / targets, and assisting Financial Controller with forward planning
* Advertising and promotions including successful editorial copy in publications such as: Vogue Living, Belle, House and Garden, Gourmet Traveler Women’s Weekly

**Oct, 1989- David Jones (Aust) Pty Ltd – Melbourne**

**Jan 1992**

**Position Senior Designer/Decorator**

At commencement of employment with David Jones, I completed an intensive Management Training Program

In this role, my objective was to provide clients with high quality service in all aspects of interior decorating and design including:

* Soft furnishings
* Furniture and accessories
* Colour consulting
* Minor structural alterations
* Accessories
* Floor and wall coverings

I had three staff reporting directly to me including clerical and administration

I was involved with purchasing of furniture, bedding, soft furnishings and accessories as well as coordinating the decoration of the department.

**Sept 1988 - Arthur Taylor Pty Ltd – Hawthorn**

**Oct 1989 (Interior Designers/Decorators – Domestic and Commercial)**

**Position:** Assistant Designer

Responsible for assisting with the co-ordination each project from Initial consultation through to completion.

This Included:

\* Consultation, costing and quotations

\* Sketches and working drawings

\* Selection and ordering of fabrics, furniture, etc.

\* Co-ordination of trades, manufacturing etc.

**Oct 1996 Laura Ashley (Australia) Pty Ltd - Melbourne**

**Sept 1998**

**Position/s** Showroom Manager for first 3 months and then promoted to Range Manager for Made to Measure Division (curtains, blinds, furniture) Reporting to Managing Director and Operations Manager.

My responsibilities increased as the range developed. I was accountable for:

* Developing the showroom and providing on-going supervision.
* Supervising five personnel
* Conducting staff training programs and some recruitment of staff.
* Assisting with marketing plans, strategies and policies
* Establishing sales forecasts (in conjunction with management)
* Research and development
* Sales analyses of previous years
* Sourcing specific locally produced materials and accessories
* Negotiating prices
* Stock control/stocktaking
* Advertising, promotions, point of sale displays
* Public relations on behalf of company
* Sales/marketing
* Assisting with the implementation of computerized ordering systems
* Participating in Laura Ashley administrative conferences
* Designing product specific display areas of new interstate stores
* Liaising with personnel/departments within the group

**Personal Achievement:**

Personally developed made to measure sales from a “nil” market to in excess of 100 orders per week. Because of this success, and in conjunction with senior management, I researched and developed made-to-order furniture with Moran of Melbourne. This proved to be a most successful project.

**1982-85 Student Employment History (concurrent with tertiary studies)**

* Waitress and Part Time Manager- Café Caprice Bay St Brighton
* Promotions Assistant - Herald and Weekly Times
* Trainee - Adele Palmer/Jag
* Textile Designing - Ronek & Co (Flinders Lane)

**Personal Interests**

My three children, cooking, real estate, interior design, travel

**Education and Training**

1982-85 Bachelor of Art/Design Royal Melbourne Institute of Technology:

1981 Melbourne Church of England Girls’ Grammar School (Yr 12 VCE)