




Mark Thompson

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About

I am a goal orientated Sales and Marketing Professional with a history of successfully helping businesses grow through a combination of successful sales strategies, recruitment, coaching, process/procedure implementation and problem solving, coupled with hard work and resilience.

Having worked in property development for many years, I have become more and more frustrated that the delivery is unreliable and both the rate of sales and customer journey are reliant on parts of the business that often can't deliver.

I have decided to transition into the tech industry to leverage my skills in a new and exciting way. My journey has been challenging but rewarding, and I am excited to continue growing and learning in this field. I have already completed my AWS Cloud Practitioner and I am currently studying for my Cloud Architect Certificate. Alongside this, I am also expanding my knowledge in Python, JavaScript, HTML, CSS and GitHub.

When not broadening my Cloud Skills, I spend most of my spare time entertaining my two children or coaching youth football. When I do get some time to myself, I like to read and I love food (both eating and cooking).

Certifications

- AWS Certified Cloud Practitioner
- AWS Cloud Quest Cloud Practitioner
- AWS Cloud Quest Solutions Architect
- Introduction to Coaching Football (FA Level 1)
- Enhanced DBS

Technical Skills

- HTML
- CSS
- Python
- GitHub
- AWS
- JavaScript
- VS Code
- Microsoft Office

Soft Skills

- Leadership
- Communication
- Problem Solving
- Teamwork
- Adaptability
- Time Management
- Organisation
- Attention to Detail
- Conflict Resolution
- Decision Making
- Customer Service
- Public Speaking
- Networking
- Financially Astute
- Empathy
- Resilience

Experience

Elemento Group – Head of Sales and Marketing

May 2021 – June 2024

Achievements:

- Creation and implementation of systems and procedures from the “ground up”.
- Implementation of a new CRM.

Responsibilities:

- Preparing and managing budgets.
- Forecasting.
- Sales and Marketing Strategy.
- Reporting.
- Recruitment.
- Introducing, managing and enhancing the “Customer Journey”.
- Customer care.
- Coaching, development and motivation of staff.
- Market research and pricing.
- Specification research.
- Implementation of sales areas including show homes, marketing suites, sales cabins and hotel launches.
- Design and creation of all supporting marketing collateral.
- Analysis of marketing data to ensure maximum ROI.
- Meeting or exceeding KPIs.
- Scheme optimisation.
- Supporting the Land team with research, analysis and recommendations on potential acquisitions.
- Following both market and customer trends.
- Compliance (Consumer Code, GDPR, H&S etc.).

Mears New Homes - Head of Sales and Marketing

Nov 2016 – June 2020

Achievements:

- Year on year sales growth from £4m (prior to joining) to £11.6m to £13.9m to £23.9m to £52.6m.
- Introduced Standard House Types and Standard Specification.

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Countrywide Residential Development – Area Sales Manager

April 2013 – Oct 2016

Achievements:

- Most profitable region.
- Exceeding all KPIs (in 2015/2016 achieved 93 units and £367,000 net fees against a target of 75 units and £250,000 net fees).

Responsibilities:

- Managing a network of 26 branches alongside on-site sales teams.
- Networking and relationship building.
- Securing new clients.
- Producing pricing and feasibility reports.
- Customer journey and customer care.
- Negotiation – both contract and sales.
- Lead generation.
- Management reporting.
- Providing regular client reports and updates.
- Ensuring targets (both internal and external) are met.
- Design and production of brochures and marketing collateral.
- Arranging CGIs, floorplans and photography.
- Online marketing via website, portals and micro sites.
- Design and distributions of flyers and e-shots.
- Organising show home and sales cabin launches.
- Recruitment.
- Training, development and motivation of staff.
- Design and implementation of marketing campaigns.

Bairstow Eves – Senior Branch Manager

April 1997 – April 2013

Achievements:

- Top banking office for sales.
- Top banking office for financial services.
- Multiple Manager of the Year awards.