



SMART INSOLVENCY SOLUTIONS



JAMES PARSONS

MARKETING BUSINESS
STRATEGY ADVISOR

James has demonstrated a natural talent for successfully building businesses for over 20 years. His business acumen combined with qualifications have demonstrated capabilities which have driven his passion, energy and focus for achievement. Extensive experience in new market identification, strategic positioning, and ability to incorporate innovative and pragmatic management and marketing techniques, systems, and processes that drive revenue and sales growth. Strong team collaboration skills and extensive experience communicating business and marketing principles to personnel on all levels and facilitate change to drive excellence in the workplace.

PROFESSIONAL QUALIFICATIONS

Bachelor of Commerce
Major Marketing

SPECIALIST SKILLS

Sales & Marketing Management
Strategic Thinking / Development & Implementation
Project/Program Lead
Market Research & Analysis
Visionary Leadership & Team Engagement/Development
Creative Thinking



PROFESSIONAL AWARDS & ACHIEVEMENTS


- Nominated Finalist for 'Young Entrepreneur of the year' 2000
- Nominated Finalist for 'Import Replacement Award' 2000
- Successfully built largest furnished Rental company in Sydney NSW
- First to fully digitised furnished rental industry system & processes

PROFESSIONAL EXPERIENCE

- Targeted offline and online consumers by designing a comprehensive multi-pronged strategy.
- Created effective messaging using language, graphics and marketing collateral.
- Drafted and managed print, online and social media communications to promote company brand, image and values.
- Boosted website traffic with integration of social media.
- Directed a successful search engine programs that utilised solid linking, technical and keyword research tactics.
- Rebuild web site to create engagement and lead source.
- Devised email strategies, such as: segmenting strategies, welcome email autoresponders and training drip campaigns.
- Coordinated media buying and planning, sales promotions and direct mail campaigns.
- Cultivated and managed relationships on behalf of key clients with vendors and community partners.
- Managed project deadlines and monitored milestones through completion stage.
- Write and develop strategic marketing plans

CONTACT JAMES

 James.parsons@tphadvisory.com.au
 0430 030 882

 Lower Level
133 Macquarie Street
SYDNEY NSW 2000