

**Curriculum Vitae**

Julie Dickerson

**Account Manager | Research and Accounts Management Professional**

**Contact Details**

**Professional Profile**

Account Management Professional seeking a new, challenging opportunity in Bahrain.

Excellent administration, organisational, communication and people management skills with a self-motivated attitude. Considerable experience in both the public and private sector; agency and client side; managing qualitative and quantitative research projects.

Previous position: a Partnership Accounts Exec developing and managing Partnership accounts for an internal sales team.

**Julie Dickerson**

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**Education & Qualifications**

**2011** **MA Islamic Studies** – Merit, University of Wales – achieved via distance learning

**2000 Market Research Diploma –** achieved via distance learning after work

**1991-1992** **Chartered Institute of Marketing Diploma –** achieved via night school after work

**1987-1991** **B.Com (Hons) Business Studies, Class 2:1 -** EdinburghUniversity

**1985-1987** **A Levels** - 4 grades A to C including Maths (grade A)

**1980-1985** **O Levels** - 8 grade A’s including Maths and English

**Work Experience**

**2017 – 2020 Partnership Accounts Executive at MPA. Key tasks:**

* Management of Partner Accounts and relationship building
* Event Management
* Development and management of a social media program for partners
* Organizing the company’s attendance at events and exhibitions
* Performance management tracking and reporting
* Management of Director Leads and Partner activities
* CRM Development work

**2014 - 2017 Research Analyst at MPA. Key tasks:**

* Identifying, evaluating and qualifying potential clients
* Identifying and managing marketing campaigns
* CRM management, data analysis and reporting

**2011-2013** **Contract research work as required for a FTSE 100 company. Also working in a voluntary capacity as a researcher for Healthwatch in Northampton**

**2008-2011 Part Time MA Islamic Studies**

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| **2006 to 2007** | **Teaching Assistant at Kings Dubai School, U.A.E.** Taken whilst my husband was on secondment in Dubai. |

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| **2004 – 2005** | **UK Market Research Manager for the Home and Protection Categories at Santander. This role involved:*** Set-up and control of the category research budgets
* Management and reporting of ad-hoc research projects
* Management and reporting of large tracking studies
* Providing guidance to the category teams
* Designing and agreeing questionnaires, recruitment guides, discussion guides, sample profiles and sample sizes, schedules, stimulus, group profiles and so on
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| **1996 – 2004** | **Senior Researcher at Avon Cosmetics responsible for all research in the UK** |
| **1995 to 1996****1994 to 1995****1992 to 1994****1991 to 1992** | **Research Executive at The Marketing Organisation****Research Officer in the Management Services Department at Bedford and Cambridge Police****Research Officer at Cranfield School of Management****Marketing Assistant at the Cooperative Insurance Society** |

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**Skills**

**Teamwork:** Last role involved close working relations with the Sales, Marketing, Finance and Delivery Teams to ensure a good quality, full service was provided to Partners.

**Analytical:** CRM management and data analysis. Sector and Partner Analysis, Performance tracking reports, Partner Update reports. Segmenting data to drive the content of marketing campaigns. Adhoc reporting for Directors. Previous roles involved both qualitative and quantitative analysis of research studies.

**Communication:** High level of communication skills, both written and verbal; with internal and external audiences and through a variety of channels

**Additional Skills:** Fully conversant with Microsoft office (Word, Excel, PowerPoint) and Microsoft Dynamics. Currently studying an online Digital Marketing Course.

**Interests/Other Info.**

Swimming and gym workouts on a regular basis

Gardening

Full, clean driving license

**References**

References are available upon request