

# Sheila Hinchin-Jones

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*Godmanchester • Cambridgeshire • UK • 07522 865 870 • shinchinjones@yahoo.com*

## **PROFILE**

I am a customer-oriented, self-managing and enthusiastic individual, highly proficient in a range of commercial activities, including business development, sales, client account management and training. I have significant experience of key account support, education and training, operating both in the UK and the USA. I am an able co-ordinator and facilitator, skilled in pulling together all aspects of complex business projects thereby allowing specialists to excel. I bring structure and order to high-pressure situations.

## **KEY SKILLS**

- Product Training and Training the Trainer
- Rapport building and constructive relationship development
- Business development and account management
- Excellent communications skills, articulate and literate
- Innovation, imagination and lateral thinking
- First class organisational and administration skills
- Strong analytical ability
- IT literate

## **PROFESSIONAL EXPERIENCE**

**Volunteer**      *Cambridgeshire County Council, Huntingdon, UK*      **2012 -Present**

- Volunteering within the local library to provide general ICT training to customers. Assisting with basic skills, navigating the internet, working with Microsoft Office packages and widening access to online resources.

**General Manager**      *ERI Economic Research Institute, London UK*      **2004 -2011**

- Successfully established and developed the UK office, for the USA based parent, leading to increased international sales and improved response times for clients.
- Trained clients, and prospective clients, in the application of ERI's software using face to face presentations and demonstrations or 'web based' customer training, resulting in greater customer retention and closure rates.
- Developed and nurtured an international business partnership leading to ERI increasing software content and increased sales.
- Generated new business opportunities through to C-level, through customer meetings, sales calls, presentations & demonstrations, increasing ERI awareness.
- Managed 'Customer Care' in the UK and Internationally (except for North America) resulting in customer expectations being exceeded.
- Cultivated and maintained favourable long term relationships with key and major UK and international client accounts, resulting in repeat sales and upsells.

**Independent Contractor                      Newi College, North Wales, UK                      2003–2004**

- Developed a project analysing reasons for undergraduate drop-out during the initial ‘settling in’ period. Delivered the resources needed to improve student retention.

**Assistant Movie Director                      Touch My Heart Productions, Utah, USA                      2000–2002**

- Managed ‘creative’ people (cast and crew) and resources ensuring the project was completed within the predetermined timescale and morale was maintained.
- Co-ordinated a multitude of activities (including casting, securing locations, scripting and rewriting, scheduling, scenes, wardrobe, continuity and detailed administration) resulting in scheduled shoot deadlines being kept.

**Assistant to Director                      Studio 9 Acting Studio, Utah, USA                      1999–2002**

- Assisted the Director in preparing, coaching and motivating potential actors.
- Assisted with performance, technical aspects, and quality of camerawork.

**Consultant and Trainer                      PAQ Services Inc., Utah, USA                      1998-1999**

- Responsible for the delivery of Positional Analysis Questionnaire (PAQ) to assist in establishing training procedures, job descriptions, pay rates and scales.
- Trained clients to use the PAQ system and qualify as job analysts.

**Senior Trainer & Instructional Developer                      BYU, Utah, USA                      1991–1997**

- Managed and trained a team of 15 trainers in teaching skills and techniques, and interpersonal communication.
- Measured the performance of my team through training outlines and feedback techniques ensuring trainers were playing to their strengths.
- Communicated involved concepts into understandable components, resulting in increased understanding and performance by the trainers.
- Developed training procedures, produced instructional materials and implemented ideas.
- Assisted with the hiring and training of new recruits.

## **QUALIFICATIONS**

M.Sc. Management and Human Resources, Utah State University (USU), Utah, USA

B.Sc. Physical Education, Brigham Young University (BYU), Utah, USA

Teaching Certificate in Education, I. M. Marsh CPE, Liverpool, UK

## **ADDITIONAL EXPERIENCE**

- Volunteer Service, Alabama, USA
- Recruitment Consultant, London, UK
- Analyst Programmer, Kent, UK
- Head of High School PE Department, London, UK