

# **Sally Trellink**

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Resourceful Marketing Administrator with extensive experience in coordinating events, conferences, projects, meetings and travel arrangements. Strong organising, planning and communication skills, comfortable with responsibility and making the right decisions to get the job done. Self-motivated and enthusiastic, able to work effectively under pressure and within tight deadlines to align all marketing initiatives, materials and schedules required to successfully fulfill a given brief. Proficient in MS Office and in organising the production of branded literature, print buying and copy checking.

## **KEY SKILLS**

- Extensive food industry knowledge, gained through experience and as a Food Science graduate
- Proficient in the use of Microsoft Office and in all web-based communications
- Meticulous attention to detail, consistent and accurate work
- Highly successful record of building key customer / supplier partnerships
- Strong research skills, ability to use information to both customers' and colleagues' benefit.
- Has good understanding of business priorities, commercial and financial awareness

## **ACHIEVEMENTS**

### **INNOVATION AND INITIATIVE**

- Launched and produced a monthly staff newsletter in Microsoft publisher and succeeded in providing an entertaining medium to create team spirit across the organisation by featuring articles on key personnel and their part in branch social events.
- Generated ideas and themes for brochures and reports. Designed initial layout and supervised production of publication through to final print run and distribution.
- Took the initiative and created a single on-line "manual" over four weeks, collating three hundred disparate sources of information whilst continuing to deliver on own tasks. Proved an excellent tool for training new recruits and a valuable point of reference for colleagues.

### **ATTENTION TO DETAIL**

- Produced an average thirty detailed specifications and technical documents a week, for over twenty accounts. Ensured full compliance with relevant labeling legislation in order to avoid potential product recalls or litigation.
- Constructed a step-by-step instruction manual for a herbicide applicator aimed at local authority users. Oversaw translation into French & German. Directed production of training video for instructional purposes and policed the scientific details given in the final edit
- Constantly re-evaluated and re-prioritised workload subject to shifting time constraints and deadlines. Achieved a 98% response rate within two days to customer requests – significantly improving on the KPI of five days.

## ORGANISATION

- Planned and directed three annual Gala Dinners for two hundred leading property professionals. Established it as an important event in the Bristol Business calendar.
- Scheduled and delivered -within budget- weekly hospitality lunches for the partnership and their clients providing key networking and sales opportunities
- Fulfilled weekly marketing briefs, meeting budgets and deadlines whilst ensuring standards and creativity remained high.

## COMMUNICATION

- Centralised product traceability information and created single point of contact in dealing with customer concerns relating to major Food Alerts. Solely responsible for handling over eighty customer requests for information in a two-week period. Achieved a 100% success rate in reassuring customers, resulting in resumed deliveries within the 14 days and the avoidance of litigation or lost stock.
- Persuaded Partners to contribute statistics and articles for inclusion in the biannual Client Briefing publication. Interviewed contributors and edited content.
- Cultivated relationships with thirty blue chip manufacturers providing an efficient & accurate response to their queries. Reduced response turnaround time by 60%.

## CAREER HISTORY

Technical Information Advisor	Banana Food Company	2000-DATE
Property Developer / Landlord	Self Employed	2007 – 2009
Travel Coordinator/ Administrator 2007	Fly-it Anywhere	2006 –
Marketing Coordinator	Woolworths	2002 –2005

## EDUCATION & TRAINING

Diploma in Export & Marketing Management- Filton College  
BSc (Hons) Food Science/Food Economics - University of Reading

SAP MDM Training – Internal

Supplier Guidelines for HARA - Internal

“Legal Labels” & “Everything European” (Legislation Updates) – Leatherhead Food Research Institute