

REBECCA COLLINS

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PROFESSIONAL EXPERIENCE

Bounce Foods UK • Guildford, England

Vice President of Sales & Marketing

August 2014 - Present

Regional Sales Manager

August 2012 – July 2014

- Secured a £1.2 million annual distribution deal with a major UK retailer in first year
- Increased Bounce product placement in region's retail stores by 250% over last 12 months
- Defined key KPIs and executed strategies for improvement, increasing email marketing conversion rates by 12% and reducing cost of customer acquisition by 32%
- Designed and implemented CRM system that utilised customer and data analytics to improve retention by 16% in 18 months across all marketing channels
- Implement strategies to increase customer engagement via online and retail channels
- Forecast sales by marketing program and customer segment and present leadership updates
- Lead team to effectively present on new products, monitor stock levels and competitor marketing activity and ensure pricing and promotion execution for over 300 stores

Lululemon Athletica • London, England

Brand and Community Director

November 2008 – July 2012

- Hired and trained a 12-member internal brand and community team for European market
- Developed partnerships with local fitness brands and recruited 7 Lululemon Ambassadors
- Led strategy and implementation for Lululemon Sweatlife Festival, which attracted 22 London-based fitness studios and over 5,000 attendees
- Developed digital marketing strategies that increased guest acquisition by 14% in 6 months

Prudential Financial • London, England

Financial Professional Associate

May 2006 - October 2008

- Developed and adjusted insurance and investment strategies for policyholders
- Sold financial products to new clients, increasing monthly revenue by 21% in 18 months
- Assisted clients with account management tasks such as processing loans, changing beneficiaries, filing claims and evaluating policy options

EDUCATION

Jesus College, University of Oxford • Oxford, England

BA (Hons) in Economics and Management

May 2006

COMMUNITY INVOLVEMENT

Oxford University Alumni Board • London, England

Board Member

May 2016 - Present

- Host quarterly events in the London area to connect alumni and recent graduates
- Advise alumni office on developing strategies to increase alumni engagement

SKILLS AND DISTINCTIONS

- Fluent in Spanish
- NASM Certified Personal Trainer
- Expert proficiency in Microsoft Office Suite and Salesforce