

## Ronald Tian Smith

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### PERSONAL STATEMENT

A logical, pragmatic and self-motivated individual with 7 years website development experience and 9 years sales and marketing experience. Ready to take on new opportunities with confidence and determination, embrace change and work both independently and collaboratively to meet business challenges. A leading member of a team with a clear focus on optimising engagement, high impact delivery and encouraging an over and above work ethic and behaviour.

### KEY ACHIEVEMENTS

- Successful migration of a company's IT and Telephone infrastructure from one business location to another with minimal business disruption and within budget. Tasks included network cable & socket installation, rack & switch setup, new server builds and user desktop and phone configurations.
- Restructuring and move of a company's website, delivered on time, within budget and zero impact on downtime. Tasks included separating databases to an individual data server, restructure of the websites file system, removal of old files, updating security and standardising code.
- Designed and implemented a strategic plan to migrate all paper systems to electronic systems within a short timeframe, reducing carbon footprint, time and costs. Some of the migrated systems included invoices, ordering, finance, stock control and product literature.

### CAREER SUMMARY

#### AMK Bennett Ltd t/a Refill and Print

Refill and Print is a part retail premises serving businesses and public, specialising in printer cartridge refilling, printing and consumables. Refill and Print employs less than 50 people with an annual turnover of 120k.

#### Sales and IT Manager

##### August 2011 - November 2011

Maintaining internal and external IT systems and generating new business through sales and marketing strategies.

- Upgrading of the companies IT infrastructure, security and data storage & backup systems.
- Database restructuring to allow additional functionality and multiple user access.
- Migrating paper system to electronic systems within a set timeframe.
- Regaining 5 previous customers through direct contact and re-introduction of the company's services.
- Generation of 3 new business clients by following a detailed sales & marketing strategy increasing the company's turnover by 0.6%.

#### Virtualnet Marketing

Virtualnet Marketing provides professional website design, development and marketing to business' internationally from a variety of industry sectors including, hotel, restaurant, motor, legal, financial, IT and recruitment. Specific client examples include The Elvetham Hotel in Hampshire, Nettitude in Lemington-Spa/New York and Glovers Solicitors in London. Virtualnet Marketing employs less than 50 people with an annual turnover of 280k.

#### IT Technician and Developer / Sales and Marketing Assistant

##### September 2010 - August 2011

Assisted the marketing team with the daily implementation of client marketing strategies, project management and the sales and promotion of the company's services.

- Client amendments and new website development using HTML, CSS, asp.net, asp, JavaScript (jQuery) and SQL.
- Managing all development projects and client website amendments, constructing work schedules, distributing work, quality control, leasing with clients and keeping to specific timeframes.
- Client meetings to review marketing strategies, detailed reporting and analysis, proposing new targets and implementing them to specific timelines.
- Administration of network systems, servers, computers, telephone systems, printers and security. Increasing my knowledge of Windows Server 2008, Exchange 2007 & 2010, Kaspersky Security, GoodSync, Windows Backup, Firewall Configurations, Router Configurations, Domains, DNS, Network Cabling, Rack Setup and ISDN Systems.
- Presentation of the company's services to new enquiries through email, telephone and sales meetings. Example: Adhere Training in Oxfordshire, a training and development company with new business potential of 9.6k per annum.
- Attending business networking meetings to present and promote the company's services and increase contact base.

### **IT Technician and Developer / Marketing Assistant**

**August 2005 - August 2007**

Working as part of the marketing team focused on the daily implementation of client marketing strategies to increase new business.

- Designing specific marketing strategies for new and existing clients working closely with the clients account managers.
- Increase new business, sales and therefore turnover for clients by implementing their marketing strategies focusing on Search Engine Optimisation and Google Adwords.
- Analysis of marketing strategy progress including daily custom monitoring and detailed monthly reporting for each client. Example: The Elvetham Hotel in Hampshire, marketing strategy to increase wedding specific enquiries from 2 to 5 a day, through careful monitoring and adjustment this was increased to 10 a day.
- Client amendments and new website development using HTML, CSS, asp.net, asp, JavaScript (jQuery) and SQL.
- Administration of network systems, servers, computers, telephone systems, printers and security. Increasing my knowledge of Windows Server 2003, Exchange 2003, Symantec Corporate Security and Backup Exec, Firewall and Router Configurations, Network Cabling and Rack Setup.

### **247 Diamonds Ltd t/a DiamondGeezer.com**

DiamondGeezer.com is the largest online jeweller in the UK specialising in jewellery design, diamonds and diamond jewellery. DiamondGeezer.com employs less than 50 people with an annual turnover of 2.5m.

### **Sales and Office Manager / IT Technician**

**August 2007 - September 2010**

Sales and office manager dealing with sales enquiries, customer service, Diamond expertise, key holding and running the business premises in the absence of the Directors.

- Attaining expertise in Diamonds, jewellery design, jewellery manufacturing processes and jewellery valuation.
- Advising both trade and public clients on Diamonds specifically their individual attributes, grading's and gemological laboratory certification.
- Advising clients on jewellery design options, styles and metal types.
- Dealing directly with diamond manufacturers in America, Belgium, Israel, India, China, Russia and the UK to secure Diamonds and arrange shipment to our manufacturing workshop.
- Assisting with the continual development of the website using PHP, HTML, CSS, JavaScript (jQuery) and MySQL.

- Assisting with the maintenance of both internal and external IT systems, increasing my knowledge of Linux Server, phpMyAdmin, MySQL Server, Firewall and Router Configurations and Network Cabling.
- Assisting in the development of internal and external web based production and ordering systems.
- Assisting in the marketing of the company's website and leasing with an external marketing company on effective strategies and regular analysis.

## **EDUCATION**

St Bartholomew's School (Newbury)	10 GCSE's (Grades A-F)	1997
St Bartholomew's School - Sixth Form (Newbury)	3 GCSE's (Grades A-C)	1998
Assessment and Qualifications Alliance (AQA)	Numeracy Exam at Level 3 (95% Pass)	2002
National Open College Network (NOCN)	Level Two Award in Door Supervision (100% Pass)	2006

## **OTHER RESPONSIBILITIES**

Between November 1998 and November 1999 I undertook the role of chairman of Newbury Young Persons Council, involved in both financial and political aspects of the position including regular contact with local MP's, councilors and newspapers. This role enabled me to meet many new people, develop both my confidence and communication skills and in addition represent my hometown of Newbury on a local and national level.

## **INTERESTS**

I enjoy spending most of my spare time with my wife and children but I also enjoy socialising, films, music, photography, weight training and all aspects of computers & technology.

## **REFERENCES**

Available on request.