



Joe Melson

SALES MANAGER

Details

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Links

[LinkedIn](#)

[Portfolio Website](#)

SKILLS

Sales & Negotiation

Closing Sales

Selling finance

Salesforce CRM

Leadership & Development

Profile

Experienced Sales Manager with over 10 years of sales experience across the UK holiday park, leisure, and hospitality sectors, specialising in high-value sales, business development, and team leadership. Having successfully sold holiday homes and luxury lodges valued up to £350,000, I have a proven track record of driving revenue growth, generating new business, and delivering exceptional customer experiences. My background includes Holiday Home Sales Management, Park & Sales Management, freelance sales consultancy, and building my own content creation and digital marketing brand. Skilled in generating leads through social media, content creation, live streaming, and creative marketing strategies, I have built an audience of thousands of followers and generated millions of content views across multiple platforms. Proficient in Salesforce, HubSpot, and Elite Parks CRM systems, I focus on creating seamless customer journeys, developing high-performing teams, generating referrals, and achieving commercial targets. I am now seeking a new opportunity where I can utilise my sales, leadership, and marketing expertise to deliver measurable business growth.

WORK HISTORY

Self Employed Content Creator, Prestatyn

AUG 2025 – PRESENT

Since August 2025, I have been working as a self-employed Content Creator, primarily focusing on TikTok where I have built an engaged audience through consistent content creation, live streaming, and audience engagement. During this time, I have created high-volume short-form video content, generated millions of views, and grown a following of thousands of people while developing a strong understanding of content strategy, digital marketing, audience growth, and personal branding. I have also worked with brands on UGC campaigns and promotional content, gaining experience in brand partnerships, campaign delivery, social media analytics, and online marketing. This experience has strengthened my communication, creativity, sales, and business development skills while providing valuable insight into how social media can be used to build audiences, generate leads, and drive business growth.

Park & Sales Manager, Lyons Holiday Parks, Ruthin

MAY 2025 – AUG 2025

As Park & Sales Manager at Lyons Woodlands Hall Holiday Park, I was responsible for overseeing both the commercial and operational performance of the business. My role involved managing the Holiday Home Sales department while also supporting the day-to-day running of the park, including accommodation, food and beverage operations, grounds maintenance, guest experience, and owner relations. I worked closely with department managers to ensure high standards were maintained across all areas of the park and played a key role in driving sales performance, customer satisfaction, and overall business growth. During my time in the position, I was also involved in the development of new leisure facilities, working alongside contractors, suppliers, and senior management to support the successful delivery of the project.

Holiday Home Sales Manager, Parkdean Resorts, Aberystwyth

MAY 2024 – MAY 2025

As Holiday Home Sales Manager at Bryn Bowen Holiday Park, I've managed the sales department, overseeing budgets, stock standards, and acquisition of new stock. My role also involves addressing owner complaints and handling complex financial aspects, including payment plans and financing options. In addition to these responsibilities, I've been dedicated to training and developing the team, ensuring high service standards and team growth. I've further advanced my skills with Salesforce CRM, leveraging it to streamline lead management, track performance metrics,

and enhance customer experience, which has positively impacted both sales and operational efficiency on park.

Sales Consultancy, findacaravan.com, Prestatyn

MAY 2022 – MAY 2024

As a self-employed Sales Consultant since 2022, I've successfully boosted leads and sales for parks on the Lake District-Scotland border, enhancing marketing strategies and profitability. Currently contributing to multiple client projects through findacaravan.com, I'm skilled in developing effective sales strategies, conducting market research, and building strong client relationships. Looking ahead to new projects in 2024, I bring proven expertise in sales, marketing, and results-driven approach to exceed targets.

Senior Holiday Home Sales Executive, Parkdean Resorts, Morecambe

MAR 2020 – MAY 2022

I served as Senior Holiday Home Sales Advisor at Parkdean Resorts, drawn to the company by my extensive experience in the travel and tourism industry. Aspiring to advance my career, I believed joining the UK's Largest Holiday Park Operator would provide the ideal platform for growth. Throughout my tenure, the company supported me with training and furlough opportunities, even amid park closures. Despite the challenges, we successfully rebounded in the summer, surpassing our annual target for 2020. I've been offered the chance to progress to a designated Sales Manager role and have received substantial training with the Salesforce CRM system.

Holiday Home Sales Advisor, Lyons Holiday parks, Prestatyn

FEB 2018 – MAR 2020

I previously worked as a Sales Advisor at Lyons Holiday Parks in North Wales, where I guided potential Holiday Home Owners through the complete purchasing journey, addressing their questions and objections and working to maximise conversion opportunities. I consistently met both personal and park targets on a monthly and quarterly basis, supporting the overall profitability of the business. Eager for further career growth, I chose to transition to a larger corporate company. My responsibilities included scheduling appointments, managing the master calendar, showcasing property features, answering inquiries, and providing tailored solutions.

Recruitment Consultant, Langley James IT Recruitment, Chester

SEPT 2017 – JAN 2018

In my prior position, I served as a Recruitment Consultant, managing a portfolio of clients and actively engaging in headhunting efforts to expand our clientele. Specializing in recruiting permanent and contract employees within the IT Infrastructure industry, my responsibilities included reaching out to existing clients, cold calling potential clients, and conducting headhunting activities to identify qualified candidates.

Trainee Holiday Home Sales Executive, Marine Holiday Park, Rhyl

MAR 2017 – SEPT 2017

In my previous position as a Trainee Holiday Home Sales Advisor at Pario Leisure Parks in Towyn, my primary responsibility was to generate new business leads. I aimed to convert these leads either at Marine Holiday Park or Tan Rallt Caravan Park or pass them on to the sales advisors at the respective parks. Additionally, I managed the live chat on the website, with the goal of converting inquiries into appointments for potential visitors to explore the parks.

Education & Qualification

GCSE Business studies double award – B

Public services - B

Maths – C

English – B

Science – D

Religious Studies – C

6th Form

As Business – A

As Law – B

As Public services – B, Prestatyn High School - Prestatyn, DEN

JAN 2013 – JAN 2015