

JOE MELSON

PROFESSIONAL SUMMARY

Experienced Sales Consultant with 10 years of experience in the UK's Holiday Park and Luxury Lodges sector, specialising in high-value sales and business growth. My background includes freelance sales consultancy and launching a consultancy and advertising venture, leveraging extensive expertise in holiday home and lodge sales. Skilled in generating new business through social media and creative marketing strategies, I've successfully sold holiday homes valued up to £200,000 to both families and corporate clients. Proficient in Salesforce, Elite Parks & HubSpot CRM, I focus on creating seamless customer journeys, generating referrals, and driving sales. Now stepping into holiday home sales management, I'm excited to pursue new challenges in sales management roles.

WORK HISTORY

Holiday Home Sales Manager, 05/2024 to Current **Parkdean Resorts - Aberystwyth, Ceredigion**

- As Holiday Home Sales Manager at Brynowen 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, 05/2022 to 05/2024

findacaravan.com - Prestatyn, Denbighshire

- 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, 03/2020 to 05/2022

Parkdean Resorts - Morecambe, LAN

- 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.

CONTACT

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SKILLS

- Sales & Negotiation
 - Closing Sales
 - Selling finance
 - Salesforce CRM
 - Leadership & Development
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Holiday Home Sales Advisor, 02/2018 to 03/2020**Lyons Holiday parks - Prestatyn, DEN**

- 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, 09/2017 to 01/2018**Langley James IT Recruitment - Chester, CHW**

- 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, 03/2017 to 09/2017**Marine Holiday Park - Rhyl, DEN**

- 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, 01/2013 to 01/2015**Prestatyn High School - Prestatyn, DEN**

- 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
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