



# SINEAD HAWKINS

**25 YEARS' EXPERIENCE IN MANAGEMENT, OPERATIONS, STRATEGIC MARKETING & PLANNING. LEADER IN INTERNATIONAL EDUCATIONAL**

## EXPERIENCE

Business Skills Manager **NORTH WEST REGIONAL COLLEGE (NWRC)**



Aug 2019 - Present



Derry/Londonderry

- Develop a skills strategy, with underlying targets and budget, to sustain and grow the skills element of the Business Support Centre (BSC) to feed into the overarching BSC economic engagement strategy.
- Identify strategic future-skills that are needed for business and economic growth linked to NI government, DfE, Labour Market Partnerships, and City/Growth Deals strategies and link with NWRC curriculum departments to implement these skills opportunities.
- Implement policies and procedures relating to all relevant aspects of economic engagement including, SME support, local economic development initiatives, bespoke training and training programmes.
- Drive the development of an extensive network of regional and national links/partners on behalf of the College.
- Engage and form strategic partnerships with external organisations, such as industry, DfE and Councils, to sustain and grow the NWRC BSC and secure additional funding for existing and future-skills programmes.
- Represent NWRC at appropriate Sectoral Working Groups and Regional and National events. Organise conferences and seminars to promote the BSC.

Director of Sales and Marketing **FOYLE INTERNATIONAL**



April 2013-Aug 2019



Derry/Londonderry

- Strategic Marketing planning and implementation.
- Digital Marketing planning
- Implementation of marketing plans including; trade & web advertising, PR, branding and customer contact programs.
- Lead generation: through international agent fairs.
- New business development and customer acquisition strategies.
- Managing and setting KPI's
- Providing regular reports analysing sales levels, google analytics and KPI's to aid decision making.
- Creation and development of student, agent and partner databases for marketing purpose.
- General Centre operation and management.

Operations and business development Manager **FOYLE INTERNATIONAL**



Sep 2005 – Sep 2013



Derry/Londonderry

- Business Development Strategic Plans.
- Marketing activities including trade shows, e-mailers, advertising and press releases.
- Quality management of services.
- Data management and GDPR.
- Streamlining processes for the implementation of CRM system.
- Leading accreditation and education inspections and audits (British Council, ETI, Cambridge and OCN).

## CONTACT



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07821130596

## SOCIAL MEDIA



Sinead Hawkins



Sinead (mc caul) Hawkins



@hawkes



Hawkes30

## DIGITAL CV



Hawkes.com

## CAREER SUCSESSES

- Secured over 1.4 million for upskilling programmes in 2022/23 and achieved full budget spend.
- Instrumental in converting over 15 NWRC courses to online delivery.
- Created Foyle website which increased its Unique visitors' number by over 43% and engagement levels increased by over 98%.
- Drove a record turnover for Foyle through implementation of strategic plans and following KPI's
- Successful British Council Accreditation since 1994 and ETI since 2018 for Foyle.
- Leading a team of 25 sales reps people through a successful launch of a new asset finance product – top earning product.

## EXTRA SKILLS

- QUB Emerging Leaders Program
- Lecturer in Business & Marketing
- OCN NI Internal Verifier
- First Aid Full Certificate
- World Host trainer
- Safeguarding Officer
- Project Management
- Adobe photoshop and InDesign
- Expert Digital Marketer

## VOLUNTEERING & HOBBIES

- Amelia Earhart Legacy Association Committee
- School Governor
- Volunteer in Youth Theatre groups



## EXPERIENCE CONTINUED

Director of Sales & Marketing **FOYLE LANGUAGE SCHOOL/I NEEDTRANSLATIONS**



Jan 2003 - Sep 2005



Derry/Londonderry

- Business Development Strategic Plans.
- Marketing activities including trade shows, e-mailers, advertising and press releases.
- Quality management of services.
- Data management and GDPR
- Streamlining processes for the implementation of CRM system.
- Leading accreditation and education inspections.
- Project Manager

Sales and Marketing Manager **FRANKLINS GROUP**



Nov 2002- Jan 2003



Derry/Londonderry

Category Manager **SOVEREIGN FINANCE (ALLIANCE AND LECIESTER)**



July 1999-Oct 2002



Manchester

## KEY SKILLS

- Strategic Planning.
- Strategic partnerships including stakeholders and key clients.
- Driving innovation.
- Marketing for International Education.
- Digital Marketing & driving online content.
- Strive for operational excellence
- Excellent teamwork with inspirational leadership
- Excel in team environments and effectively communicate on all levels of the organisation
- The ability to manage numerous projects within set timescales
- Self motivated, enthusiastic and strive for the highest quality at all times

## EDUCATION

Currently registered for PGCE in Magee Ulster University Starts Sep 2023

CAM Diploma in Digital Marketing  
Belfast Academy of Marketing  
Sep 2014 - Dec 2015

CIM Postgraduate Diploma in Marketing  
South Trafford College  
Dec 2002 – June 2003

Business Studies (BA Hons) 2:1  
Liverpool John Moores University  
Sep 1994- May 1998

3 A Levels, 1 A/S Level and 9 GCSE's  
St. Cecilia's College  
Sep 1987- June 1994