

Bernadette Brown

114 Lodge Street
Balgowlah NSW 2093
M: 0417 887 654
E: bernadette.brown@optusnet.com.au

9 November 2010

Attn: Human Resources Manager
Re: VET Business Trainer (APC Contract)

Dear Sir/Madam,

A qualified, highly skilled teacher and business professional with diverse local and international experience in the corporate sector and education/training industry, I write with great interest to be considered for the above training opportunity as recently advertised in the Manly Daily newspaper dated Saturday 5th September 2009.

Offering 20+ years diverse experience in all facets of professional training and assessment, business set-up and operations management, staff leadership, mentoring and coaching, I am confident that I would make a positive addition to APC offering complimentary qualifications and extensive international experience working with people from diverse cultural backgrounds and at all levels. I look forward to the opportunity of providing quality teaching service including preparation, delivery and assessment of APC qualifications whilst participating in skill testing and selection of APC applicants.

With a strong business background and an entrepreneurial flair for setting up new systems, successful enterprises and leading by example, I contributed as a Company Director - Trainer & Operations Manager of International Marketing development from 1987 to 1997 based in Sydney, New South Wales. During this time, I demonstrated a high level of competency in many business areas including: budgeting, forecasting, financial management, business set-up and daily operations, human resource management including staff leadership/training, office administration and computer operation, report writing, conducting research and ongoing analysis, profit and sales maximising, development of marketing strategies, set and achieve customer service standards overseeing the provision of quality service and support, maintaining a strong understanding of relevant obligations and legislation including EEO, OH&S, Equity & Diversity, Risk Management, Insurance etc.

A confident, capable communicator, trainer and teacher, I speak and write fluent English, French, Italian and German, having lived and worked in Australia and France assuming diverse roles including:

- Risk Global Prepaid Services - Team Leader/Trainer
- Infomedia - Learning & Development Manager
- Aventis Pasteur - Training & Customer Service Manager
- Lourdes International Airport - Marketing & Special Events Manager
- International Marketing Development - Company Director

Committed to ongoing training and development, I have completed various qualifications including a Certificate IV in Assessment and Workplace Training, Master in International Trade and Marketing, Master Coach and Applied Leadership, Career Practitioner, Behavioural Interviewing and Psychological Assessment, Emotional Intelligence in the Workplace and Situational Leadership II.

Find attached my résumé that details my work history, skills, achievements and qualifications relevant to this position together with my response to the selection criteria. I am certain an interview would fully reveal my suitability for the opportunity to contribute to the APC. I greatly appreciate your valuable time in reviewing my application, don't hesitate to contact me if you have any questions on 0411 277 888 or via email at bisseling@optusnet.com.au.

Yours faithfully,

Bernadette Brown



Bernadette Brown

114 Lodge Street
Balgowlah NSW 2093

M: 0417 887 654

E: bernadette.brown@optusnet.com.au

Career Objective

To secure a **Teacher/Coordinator** career opportunity where I can utilise my 20+ years experience in teaching, program assessment/delivery and team leadership. With expertise in the coordination and delivery of academic programs, a strong knowledge of delivering vocational programs, timetabling experience, outstanding leadership skills together with a desire to implement innovative learning programs and practices, I am confident that I would make a great addition to your college, offering my 100% flexibility and availability for immediate commencement.

Education & Training

- **Certificate IV in Assessment & Workplace Training**, Macquarie University
- **Master in International Trade & Marketing** (Major: People Management), Jouy-en-Josas University, France
- **Master Coach & Applied Leadership**, Behavioural Coaching Institute, Skiffington Academy (Sydney University)
- **Career Practitioner**, Career Development Association of Australia
- **Behavioural Interviewing & Psychological Assessment** (Continuing Education), University of Sydney
- **Emotional Intelligence in the Workplace**, Harvard University
- **Situational Leadership II**, American Express

Key Areas of Expertise

- Prepare, deliver and assess professional training and classroom teaching adhering to guidelines.
- Creative program design and development to suit educational requirements and training specifications.
- Participate in skill testing, selection, enrolment and induction of participants.
- Prepare, design and maintain teaching resources and learning materials.
- Maintain accurate student records and reports.
- Provide results and appropriate feedback to students from diverse cultural backgrounds.
- High level written and verbal communication skills, with the ability to prepare reports, agendas, minutes, proposals, marketing material, letters, correspondence, files and records.
- Participate in marketing and managing local and international tradeshows.
- Participate in media liaison and marketing functions that will promote and support the tourism programs.
- Provide information for reports and undertake other administrative duties including computer operation.
- Mentor and support other teachers and trainers in the development and delivery of training programs.
- Managing geographically dispersed and culturally diverse teams
- Staff development and engagement through the fostering of relationships, mentoring and training opportunities
- Broad experience handling clients from non English speaking backgrounds, considering indigenous and social, cultural issues and communication styles, exploring the benefits of cultural diversity.
- Change management, new business development, creative thinking and strategic planning.
- Computer operation, with a high level of proficiency using MS Word, MS Excel, MS PowerPoint, MS Outlook, MYOB, Lotus, Entourage, email and internet.

Personal Details

Languages: Fluent written and verbal English, French, Italian and German
Interests & Hobbies: Travel, reading, cinema, foreign languages and anthropology
Licences Held: Current NSW Driver's Licence

Employment History

2009 - Current

PANORAMA FILMS

Sydney, New South Wales

Marketing Director

Key Duties:

- Manage, design and execute successful marketing strategies and campaigns for the film industry.
- Manage documentaries on France, 64 documentaries called "Flavours of France" and 40+ called Wines of France, Wine of Italy (broadcasting on SBS and Travel channel in the US, Japan, Hong Kong Discovery in UK and Italy).

2006 - 2009

RISK GLOBAL PREPAID SERVICES

Sydney, New South Wales

Team Leader/Training - American Express

Key Duties:

- Lead, direct and co-ordinate the Risk Operation Team across the European Middle East region including a Risk Analyst and multilingual staff, overseeing adherence to organisational goals.
- Partner with high performing teams to deliver results and achieve positive outcomes.
- Drive and deliver the "Employee Engagement" global program.
- Re-invigorate and execute the company's executive program.
- Mentor, motivate and coach Line Managers and team members, overseeing team work and productivity.
- Engage leaders and team members in major changes in restructuring business units globally with a blend of cross-functional skills and a track record of adopting innovative approaches executing global strategic initiatives.
- Recruit, interview and select new staff, determine organisational requirements and suitability.
- Drive and execute action plans to motivate and retain team members.
- Consistent focus on risk control and compliance regarding traveller's cheques claims and encashment for the EMEA region.
- Lead and design "Career Week" special events for staff.
- Drive and deliver the migration project process successfully, meeting budgets and deadlines.

2003 - 2005

INFOMEDIA

Sydney, New South Wales

Learning & Development Manager

Key Duties:

- Recruit, train and develop staff, maximising team work and performance.
- Train and induct key company leaders in "Leadership Skills"
- Create and deploy new tools to assist recruitment leaders and team members in the development of a new global customer service department
- Direct, motivate and supervise customer service and telemarketing staff.
- Attract and manage the best external facilitators to maintain the quality of solutions provided for clients.
- Coordinate the "Change Project" for all the European based clients.
- Participate in sales, marketing, business development and negotiation with new and existing clients.
- Maintain and build outstanding teamwork and demonstrate compliance to the company values.

2001 - 2004

AVENTIS PASTEUR

Sydney, New South Wales

Training & Customer Service Manager

Key Duties:

- Set-up and establish new Customer Service Department including staff recruitment and resource management.
- Recruit and train top candidates for customer service positions.
- Develop and implement training systems following assessment of company needs.
- Measure and evaluate impact on team and customers, devising effective strategies and solutions.
- Resolution of customer issues and development of successful programs for proactive problem solving.
- Co-ordinate of all aspects of training for staff levels at various levels.
- Promote leadership qualities both nationally and internationally.
- Measure and evaluate customer satisfaction levels, striving to retain clients and maximise repeat business.

Employment History

1997 - 1999

LOURDES INTERNATIONAL AIRPORT

France

Marketing & Special Events Manager

Key Duties:

- Establish a new Marketing Division & Customer Care Department for the newly constructed, EEC funded airport, the largest charter Airport in Europe.
- Design and develop new Training Department with strong customer service focus and high level staff retention.
- Plan and manage projects through stages including resource allocation, budget and staff leadership/directions.
- Business development and development of effective marketing strategies.
- Develop a strong international awareness about the airport facility.
- Increase the airport's customer portfolio and its profitability.
- Liaise at a senior level with airlines, tourism organisations and government departments.
- Plan, develop and organise of workshops and seminars.
- Research and partnerships with wholesalers including negotiation of international agreements.
- Conduct market studies and analysis for specialised tourism.

1987 - 1997

INTERNATIONAL MARKETING DEVELOPMENT

Sydney, New South Wales

Director - Trainer & Operations Manager

Key Duties:

- Set-up and operations management of successful consulting company over 10 year period.
- Assist European companies to establish business and clients throughout the Asia Pacific Region.
- Involved in a broad range of training, assessment and program development duties including:
 - Design and facilitate training on multiculturalism and cultural business etiquette.
 - Deliver vocational business training to leaders in the Pacific region & France
 - Provide professional training, induction and support to travel agents.
 - Train and develop of trainers for clients including L'Oréal, Pfizer and The Macquarie Institute of Management
- Devise and manage various projects through all stages internationally.
- Create a business link between the Pacific and Europe for a wide range of services :
- Extensive public relations and liaison with media representatives.
- Write editorials and press releases for media and tourism organisations.
- Team coaching, motivation and development including Executive Coaching and Executive Assimilation.
- Manage all of the components of the executive on boarding process.
- Source external vendors to deliver and build educational seminars.
- Provide quality ongoing support and process management.

1992 - 1995

NEW CALENDONIA TOURISM BOARD

Sydney, New South Wales

PR & Marketing Manager (Consultant)

1989 - 1991

TAHITI TOURISM BOARD

Sydney, New South Wales

PR & Marketing Manager (Consultant)

Professional Referees

ANTONY LUCIANO

Managing Director

Executive Producer

Panorama International Productions

M: 0409 324 555

DAVID GILLIES

Director

Global Prepaid Service

American Express

T: (02) 9271 1716