

Cameron Murison

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PERSONAL PROFILE

A first-class 'Business Management with Marketing' graduate. I am a highly motivated, proactive, and focused professional with strong communication skills. My adaptability and problem-solving abilities enable me to tackle any task with confidence. With an awareness of luxury fashion brands, I established an independent sales channel for clothing and shoes. I conducted market analysis to identify opportunities and developed a deep understanding of market trends and patterns. My experience has honed my networking, sales, and negotiation skills. I am passionate about leveraging my skills and knowledge to contribute to the success of dynamic organisations while continuously striving for personal and professional growth.

SKILLS

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|--------------------|---------------------------|----------------------|
| • Critical Thinker | • Teamwork | • Opportunistic |
| • Communication | • Data Analysis | • Procurement |
| • Fast Learner | • Complex Problem Solving | • Scaling operations |
| • Leadership | • Adaptability | • Selling on Amazon |

EMPLOYMENT HISTORY

Ghekkio, Macclesfield – *Account Development Representative*. October 2024 - March 2025

- Onboarded a major European network provider, streamlining the management of their telecom hardware estate for efficiency and scalability
- Built and maintained strong client relationships by engaging with clients to understand their goals and fostering trust through effective communication
- Identified client needs through analysis, offering strategic solutions that directly addressed their challenges and delivered measurable value

Travelling. February 2024 - July 2024

Independent Luxury Fashion E-Commerce. 2017 -2024

Having developed an early interest in trainers and clothes, I recognised the demand for these items and the willingness of buyers to pay a premium for them. This led me to establish an independent sales channel for luxury items. I managed this venture alongside my sixth form and university studies.

- Successfully grew the revenue to £20,000 per annum, achieving an average profit margin of 120%
- Conducted market analysis to identify opportunities, allowing for the selection of higher markup products
- Reinvested profits into scaling operations and explored potential long-term investment opportunities within the market
- Developed a keen understanding of market trends and patterns, enabling me to adapt to changing consumer preferences

Hoopers, Wilmslow — *Sales Assistant*. September 2023 - February 2024

Hoopers is a department store renowned for its carefully curated selection of luxurious fashion, beauty, and homewares.

- Promoted and sold high-end clothing brands
- Developed a strong understanding of good customer service, ensuring customer satisfaction through personalised assistance and product knowledge
- Working as part of a team on a financial target basis; contributing to a positive and successful environment

BankiFi, Manchester - *Intern*. July 2023 - August 2023.

Secured an internship with BankiFi, a successful technology platform aimed at enhancing banking for SMEs, providing an opportunity to apply theoretical knowledge from university to real-world scenarios. Key responsibilities included:

- Conducting customer engagement and feedback activities, personally contacting customers to gather feedback and relaying it to the team for product improvement
- Participating in meetings with potential clients, gaining insights into tailoring the product offering to meet specific client needs and requirements

Next Plc, Handforth — *Sales Assistant, Part time*. April 2019 - January 2021

- Developed communication and teamwork skills
- Initial exposure to business-to-consumer engagement and working in a large organisation

John Henshalls Ltd, Manchester — *Porter*. June 2018 - August 2018

During my time at John Henshalls, an independent fruit and vegetable importer and wholesale supplier with a family history dating back to 1928, I gained valuable insights and experiences, including:

- Developing resilience and adaptability through managing unsociable and demanding hours; essential qualities in a dynamic work environment
- Engaging in supplier negotiations and implementing tactical responses to support the annual strategy, demonstrating strategic thinking and problem-solving skills
- Executing tactical responses by sourcing additional products from trusted suppliers to meet customer needs when received items did not meet quality standards, particularly crucial in the context of perishable products
- These experiences grounded my ability to navigate challenging work conditions, make strategic decisions, and ensure customer satisfaction in a fast-paced industry.

ACHIEVEMENTS	INTERESTS
<ul style="list-style-type: none"> • Running an Online Business - Successfully operated an online business since the age of 15, demonstrating early entrepreneurial skills and business acumen • Sports Scholarship - Awarded a sports scholarship, showcasing dedication and excellence in sports • Rugby Team Captaincy - Led the rugby team to victory in the Cheshire Cup final, demonstrating leadership and teamwork skills • Lifeguard Qualification - Attained a lifeguard qualification, highlighting a commitment to safety and responsibility 	<ul style="list-style-type: none"> • Travelling - In 2024 I embarked on a 6 month trip starting in Australia, combining travel with work; the success of my online ventures enabled extended travels to six more countries, enriching my cultural horizons, entrepreneurial skills, and global perspective. • Outdoor Enthusiast - Passion for the outdoors, embracing diverse landscapes and experiences. • Sports Enthusiast - Engage in a variety of sports; rugby, surfing, tennis, snowboarding, and hyrox. • Interest in Financial Landscapes and Technology - Keen interest in the future of financial landscapes and the implementation of new technology, demonstrating a forward-thinking mindset and an interest in emerging trends

EDUCATION

Leeds Beckett University, BA (Hons) Business Management with Marketing - First Class (2023).

Cheadle Hulme School; A-Levels/Pre-U's (2020) - Business Studies B (M1). Spanish B (M1). Physics C.

GCSE's (2018) - 1 A*, 7 A's, 1 B. Including Maths and English.

References; Mark Hartley, BankiFi. 07867970346. mark.hartley@bankifi.com.

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