

# Drey Parkes

294 Rhodeswell Road, Limehouse, London E14 7UE

Mobile: 07948 428255 Email: [drey\\_11@live.co.uk](mailto:drey_11@live.co.uk)

## Personal Profile Statement

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I consider myself to be a natural, logical, pro-active individual with strong cohesive ability, boosting collaborative performance. I am process driven with strong interpersonal skills and the ability to thrive under pressure, with a keen eye for detail.

Professionally, I have provided upfront analysis on how learning can help business outcomes, implemented operational processes to increase efficiency, curated marketing campaigns, content development, delivered learning, managed high volumes of learning through multiple channels at scale, been responsible for optimal strategy and execution of client campaigns; and ensured overall business portfolio health.

## Education

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**2016 – 2020** **BA(Hons) Business Management with Overseas Study**  
**Manchester Metropolitan University**

- 1<sup>st</sup> Class Degree
- I studied my third academic year of University in Rome at the Tor Vergata University. While studying in Rome for 10 months I undertook finance and business modules and travelled to 16 different cities in Italy.
- During my final year of university, I undertook the role of a business consultant. Following a client brief and working closely with a business that turns over a revenue of 7 figures annually.

**Relevant Modules:**

- Corporate Finance, Marketing and Operations, Responsible Enterprise, Managing effective organisations, Consultancy, Global strategy

**2013 – 2015** **A Levels** **Bournville School & Sixth Form Centre**

- Applied Business (B)
- IFS Financial studies (B)
- Travel and tourism (Distinction Star)

**2008 – 2013** **Bournville Secondary School**

- 9 GCSE's/BTEC's at B-C or equivalent

## Employment

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May 2022 – Present

**KPMG** Service Operations

- working across 4 major tenants to improve business efficiency, supplier and client relationship management, operational administrative duties, control processes, implementing business specific learning strategy aligned to the business, events management, post event evaluations, colleague engagement champion, billing and invoicing, data management, maintaining personal compliance of Operational and Regulatory risk

July 2021 – Feb 2022

**NextWealth** Administrator & Marketing

- database management, accounts payable/receivable, financial reconciliations, events management, implementation of control processes, CRM, operations management, sales, marketing/social media/website management, data analysis, process management/improvement, diary management, inbox management

March 2021 – July 2021

**Socially Powerful** Strategist

- design and implement marketing strategies, analyse sales and marketing metrics, business development, CRM, strategic partnership marketing, forecast marketing trend, research market to identify new opportunities, generate innovative ideas, prospecting with C-suite executives

Nov 2020 – Feb 2021

**Predictive Black** Intern

- collecting and storing data on sales numbers, market research, analysing data using statistical techniques and providing reports

Sept 2017 – Nov 2020

**Syft** Hospitality Specialist

Sept 2016 – Jul 2018

**Selfridges & Co** Sales Associate

May 2016 – Sept 2018

**Deltic Group** Bar Supervisor

(references available upon request)

## Skill Highlights

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- Service focused
- Creative design
- Numerate & Analytic Skills (Xero, Power BI)
- Process Flows
- CRM Software
- Market Assessment
- Strategic Planning