

Annika Scharkie

166 Tableland Road

Wentworth Falls 2782

0424417582

Annikas_lane@live.com.au

Professional Overview

I am a sales and marketing professional with specialised expertise in health and wellness, beauty and healthcare. With these unique areas of experience and advanced skills in digital marketing, I excel at creating engaging content, managing comprehensive marketing campaigns, and driving consumer engagement. My background allows me to communicate complex concepts in an accessible manner, fostering trust and enhancing brand awareness. With many years' experience in sales and account management, I am proficient at building partnerships and rapport with clients.

Employment History

January 2023-current |Freelance Social Media Management

As a Freelance Social Media Manager and Digital Marketer, I specialise in helping small service-based business expand their digital presence and grow their businesses.

I work with several businesses providing the following services:

Social Media Management, including strategy, scheduling, engagement, content creation and analytic reporting.

Content creation, including infographics, video and video editing.

Email marketing, including strategy copywriting, design and web platform integrations such as mail chimp.

January 2023- Current |Dental Assistant Smilemakers Leura

As Marketing co-ordinator and Dental Assistant to the principal Dentist I have a varied and busy

role.

Duties and Responsibilities:

Create and implement marketing strategy for the practice.

Day to day management for the social media platforms, including scheduling, engagement and reporting.

Creation of content for the social media platforms.

Email marketing campaigns

Creation of education materials and resources for use in practice and online.

Liaise with the web developer to update website.

Patient care and patient experience

Assisting Dentist in all procedures including restoration, endodontic, cosmetic, implants and hygiene.

Infection control including sterilization of equipment, following infection control protocols and safe setting and turnover of the surgery.

Maintaining accurate patient records

Reception, appointment setting and billing

April 2017- December 2022 | iKOU National Sales and Account Manager

As the iKOU National Sales manager I was currently responsible for the daily management and growth of the Wholesale department and three iKOU Retail Stores. iKOU is an up-and-coming lifestyle brand that is expanding at a rapid pace. This is a varied and fast paced role that has refined my communication and organisational skills and provided the opportunity to work within the global market.

Duties and Responsibilities:

Management of 160 business accounts

Team management of 20+ people

Team training, development and recruitment

Marketing Strategy and implementation

Project Management

Social Media Strategy and analytics

Customer experience

Achieving sales targets and KPIs

New Business presentations and enquiries

Setting and achieving growth targets

Product forecasting

Administration, invoicing and data entry

April 2013-July 2016 Regional Sales Manager Lovisa/Diva

As the Regional Sales Manager I was responsible for all aspects of the retail business for 8+ Fashion Accessory stores. Lovisa was a reactive business where the customers' needs were at the forefront of all business decisions. During my time as a Regional Sales Manager I have become a confident communicator, a flexible and quick thinking problem solver and an empathetic leader.

Duties and Responsibilities include:

- Team management of 60+ people
- Multi-site management, mostly based in Sydney
- HR administration and general office duties
- Team recruitment
- Customer service and sales training

- Performance management and team development
- Achieving sales target and KPIS
- Loss prevention, cash handling and shrinkage
- Implementation of visual merchandising standards
- Rostering and wage control

Education

- 2024 SheCodes Plus Certificate - Front-End Development

Topics covered: HTML, CSS, JavaScript, React, Responsive Design, Bootstrap, GitHub, Netlify Deployment, and API integration.

- 2006 Higher School Certificate - Ku-ring-gai Creative Arts High School
- 2008-2009 Certificate IV in Fashion Business - FBI Fashion College

Strengths

I am an extremely reliable person with excellent time management skills. I pride myself on being punctual.

I am a motivated and pro-active worker. I take initiative in all work place situations; I am a diligent worker.

I am an understanding person; I have developed the ability to communicate effectively with others whilst maintaining empathy.

Referees

Available upon request