

- Summary** Creative, analytical and innovative professional with experience in business development, consultancy, marketing, tech, and e-commerce across B2B and B2C sectors in the UK and Singapore. Seeking a dynamic, full-time role in Singapore in early 2025 to leverage my diverse skills & global experience. Currently UK-based.
- Entrepreneur, artist & e-commerce business owner of ByKerwin.com, my online art store & international brand selling my original paintings, prints & merchandise.
- MSc International Development graduate, King's College London (Distinction) & BSc International Business, Finance & Economics, The University of Manchester (2.1).
- Unique Value Proposition** Creative problem-solver and high achiever with demonstrated ability to identify opportunities, execute innovative ideas and overcome challenges; complemented by strong commercial acumen and cultural insight from business, finance & economics degrees & lived international experience. Ready to make a difference.
- Key Skills** High verbal critical reasoning; writing & communication; numerical & analytical skills; creativity, marketing & sales skills; relationship building & interpersonal skills; a global outlook & cultural awareness; and a practical & commercial mindset.
- Wide range of IT & e-commerce skills including: Microsoft & Adobe Suite, WooCommerce, graphic design, website design & UX, coding, digital marketing including Facebook advertising, commercial video production, photography, SEO, internet blogging, business planning & strategy, event & exhibition management.
- Personal Qualities** Leadership, persistence, resilience, initiative, adaptability, integrity, creative problem-solving, focus and self-discipline to achieve quality standards. Innate desire to learn, culturally aware, punctual and conscientious.
- Academic Qualifications** *King's College London 2018:*
MSc Emerging Economies and Inclusive Development, Distinction
- University of Manchester 2015:*
BSc (Hons) International Business, Finance and Economics, 2.1
- Norwich School 2012 - A-levels:*
Geography A*, Economics A, Graphic Design A*
- Norwich School 2010 - GCSEs:* 4 A*, 2 A, 4 B
- Other Awards** Full clean British Driving License
- King's College London Enterprise Award 2018
- Duke of Edinburgh Gold, Silver and Bronze Awards. Gold Award presented by HRH Prince Edward, Earl of Wessex July 2013.
- Young Enterprise Award 2011 & House Prefect for final school year 2011-12
- Achievements** Graduated with degrees from two of the world's leading universities, having also lived & established networks in two leading global cities (London & Manchester).
- Independently relocated to and worked internationally in Singapore, leading a team at an e-commerce start-up & building connections there.
- Used my degrees, skillset & work experiences to build my own solo business from scratch, along with my own unique style of painting & global art brand.

Experience Founder & Owner, **'By Kerwin'** (www.bykerwin.com), established Nov 2019. My e-commerce solo art business, selling my original acrylic 'action' paintings, prints, clothing & merchandise. I have grown my art brand into a self-sustaining global business, generating over £70k revenue to date and over 500 prints, paintings and items of merchandise sold worldwide, with great feedback.

I have strengthened many valuable e-commerce skills in the process, including: designing & coding my own website, digital marketing including Facebook advertising, SEO, blogging, photography, video & content creation, sales, procurement, customer service, developing my business strategy & branding, and media relations, including print and radio interviews. I've also designed & managed many successful exhibits of my art, including in London & New York. With 'By Kerwin' established and operating sustainably, I will continue growing this as an energising side venture in the coming years while utilising my skillset & experience in my next career challenge.

MIDAS, Manchester's Inward Investment Agency, December 2022 – July 2023 (and March – July 2020; left initially due to Covid). Business Development Executive, Creative, Digital & Tech Sector. Selling the city-region of Greater Manchester, UK, and its tech ecosystem to the world, I led and supported on many international business development projects aimed at attracting company investment into the region. Also co-ordinated international delegation visits with the UK Department for Business & Trade, and assisted with international Mayoral activity planning for Andy Burnham. Left the role to grow my e-commerce art business, 'By Kerwin'.

A Better Florist, Singapore, Sept 2018 – Nov 2019. Head of Business Development at e-commerce flower & gifting start-up A Better Florist Pte Ltd, working in the B2B office plant rental division. After a successful 6-month internship as an Account Manager, I secured a permanent role to lead my division. Key duties included door-to-door selling, lead consultation and negotiation, client account management, logistics, market research and product development. Additional responsibilities as Head of Business Development included recruitment and HR, managing interns, finance, overseeing all B2B operations & company strategy; ultimately leading on the successful sale and handover of this part of the business.

US2U Consulting, Norwich, Consultant, Marketing & Client Services at small, successful, boutique management consultancy US2U Consulting Ltd, 2009 – 2022. Tasks included conducting client industry research and producing reports, analysing data for staff surveys, managing website & social media, producing outbound marketing materials for training courses for a diverse range of clients across most sectors, both nationally and internationally. Participated in UK Government trade mission to Qatar, December 2019.

Paid internship 2014 at Norwich insolvency practitioners McTear Williams & Wood.

First entrepreneurial experience establishing Kerwin Art Collections Ltd age 18, 2012.

Hobbies and Interests Painting, art and graphic design; owner of 'By Kerwin' and previously owner of small business Kerwin Art Collections Ltd 2012-2013.

Travel; I am fortunate to have visited many countries and environments, sampling different cultures and learning about the world from different perspectives. Reading, listening to music, cooking, nutrition and exercise.

Nationality British **Date of Birth** 25 October 1993

Education King's College London 2017-18 | University of Manchester 2012-2015
Norwich School 2001-2012 | Langley Preparatory School 1998-2001