

WILL HERBERT

Sales Representative

Fascinated with new ideas and ways of thinking. Experienced working for an ethical ticketing platform, Ticketpass, introducing charities to ticketing and fundraising services. Keen to find an opportunity to help scale up a business and learn from experience.

Contact

Address

London, SE20

Phone

+44 7518 504981

E-mail

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Website

willherbert.com

Skills

Critical and Creative Thinking

Lead Prospecting

Understanding Customer Needs

Building Customer Relationships

Data Handling (Excel and SQL proficient)

Fast Learner

Work History

2019-09 - Sales and Marketing Specialist

2020-03 [Ticketpass](#), London

- Established relationships with 30 charity partners through outbound sales
- Building excitement for five-figure crowdfunding campaign, with email and social media
- Speeding up responses to inbound inquiries from event organisers
- Creating engaging marketing content

2018-06 - Editor-in-Chief

2019-06 [The Leopard Newspaper](#), London

- Establishing a monthly print paper on campus for the first time in 5 years
- Recruiting and managing 35 enthusiastic student journalists
- Winning ad sales worth over £1500 with local business
- Awarded Students' Union's "Student Media Personality of the Year"

2016-11 - Student Society President

2018-06 [The English PEN Society](#), London

- Established Goldsmiths' first [festival of Arab Poetry](#)
- Attracted over 150 guests through online and print advertising
- Publishing a book of Arab Poetry sold for charity at events

Technical Skills

WordPress

Google Sheets

DB Browser for SQLite

Loom Video Messaging

Microsoft Excel and Word

Canva

2017-09 - Food and Cafe Assistant

2018-04 *Goldsmiths Students' Union, London*

- Serving over 100 customers during busy lunch time periods
- Replenished products every 4 hours for freshness and visibility
- Helping customers navigate menu and offers

Education

2016-09 - Bachelor of Arts: English

2019-09 *Goldsmiths, University Of London - London*
English BA, 2:1

Past Volunteering

- Sheffield Hospital Radio (2016)
- Theatre Delicatessen Sheffield (2015-16)
- Age UK Bookshop (2015)
- Guide Dogs Fundraising (2014)

Hobbies

- Blogging on WordPress
- HTML and CSS
- Reading
- Chess