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Personal Statement

I have been fortunate in my recent past to manage teams that have driven the launch of two successful start-up companies, within the e-commerce space. I also took on freelance work throughout this period, having work published in two further companies within the space. One being a mushroom and herbal supplement company and the other a magazine publication,

I have been heavily involved in the pre-launch, where I was tasked to research the products, major competitors and the overall market. This research included gaining an in-depth knowledge of the regulatory framework, features and benefits that work well within the market, and pricing structures. This was necessary to input the required data ahead of the next phase.

I have played a key role in ensuring that the launch phase was achieved both smoothly and within the set deadlines, additionally, I also took an active role in the content writing and creation that allowed the web content and social media output to compliment the unique offerings of each company. I headed up the creation and posting of articles, along with copyrighting the full website.

Once these phases were complete, I then oversaw the team, managing up to 5 members of staff, whilst retaining the growing customer base and driving new customers to the website. I would also deal with any customer and wholesale queries, either online or over the phone.

My knowledge and experience ensured that all products and articles contained optimised SEO throughout, including; meta tags, alt text on images and blurbs/product descriptions for search optimisation.

Over this time I took over new product procurement, becoming an expert on; researching the market to find new, often exclusive products, looking at products from within the UK and overseas to ensure a high level of quality and exclusivity, working with existing and new suppliers to keep the portfolio relevant, while offering real choice and competitive pricing for our customer base.

I was also in charge of driving new sales over the phone, through connections with wholesales and retailers throughout the country.

Key Skills

Computer literate with a working knowledge of most standard systems.
Excellent communication skills, able to listen to the customer needs and direct them to their requirements.
Honest and trustworthy with a positive and ethical outlook.
Comfortable managing and training a team of new or existing employees.

Extremely friendly and able to fit in with the customer facing needs of the company.
Able to work hard in order to ensure that each task is completed on time.
Comfortable working with on page SEO to ensure that all products are performing well.
Able to reference my work to ensure accuracy.
Experience with e-commerce, social media market research and managing my own diary.

Education

Bachelor of Arts (Hons)

Leeds University, 2013

Theology 2:1

A-LEVEL

Bury College, Bury, 2010

History-A

English Literature-B

Psychology-B

GCSE

Manchester Grammar School, Fallowfield, 2008; 10 GCSE's A - B*

Work History

January 2024 - Present

Freelance Content Writer

- Created full website copy for Shroomology.co, including on page SEO optimisation.
- Created regular, informative articles for Shroomology, following the briefs given to me by the client.
- Published After Hours article in the first edition of Herbs & Vices Magazine. This project involved; research, interviewing and writing.

March 2020 – December 2023

Business Development Director

00 Investments Ltd (Greenhaus UK)

- Successfully set up and ran a brand-new health, wellness and sustainable lifestyle e-commerce store
- Duties included running; procurement, sales, customer services, article and copy writing, along with project managing the website build.
- Looked after a team of 5, including designers, operations managers and administration staff
- My role included; content writing, fact finding (to ensure our products were fit for market) and project management.
- Created all website copy; this involved researching, writing and posting regular informative articles, whilst making sure on page SEO was optimised and up to date.

January 2019 – March 2020

Business Development Consultant

E-Cig Clouds

- Offered a 12 month, business development consultancy role to promote growth within an e-commerce business.
- My duties included; heading up and training a new sales team, overseeing a website update with a small online team and researching the market to regularly add new stock.
- Took this role for a further 3 months, training up a new sales team to take over once I had left.

June 2018 – January 2019

Sales Manager

Landlord Metering

- Looking to extend my skill set, I took on a challenging 6-month consultancy role heading up the sales department of a small start-up company in the electricity metering industry.
- The role gave me full responsibility of both the sales team and growth strategy at the company.
- Responsible for one other member of staff. These responsibilities included: training the new member of staff, regularly mentoring the new starter, holding weekly development meetings to ensure the new member of staff became a fully integrated member of the team.
- Successfully grew the business month on month and brought on several new major projects and clients, who are still partnered with the company today.

Jan 2017 – June 2018

Recruitment Consultant

Rain Consultancy Group

- My role was as a specialist 360 recruitment consultant, working within the FMCG division.
- Setting up a new desk in a division with no previous market presence.
- Daily duties include; new business calls, business development, negotiating rates, sourcing candidates, writing and placing adverts, interviewing candidates, preparing candidates for interviews, reformatting of CV's and managing a role from first contact through to start date.

Jan 2016 – Jan 2017

Recruitment Consultant

Purosearch, Manchester

- Working as a specialist 360 recruitment consultant, first within the occupational health division and later setting up the health and safety division.
- Gaining a broad understanding of both of the marketplaces I have worked in to provide a fantastic level of service to both professionals and the companies that employ them on a national basis, both as contract or in permanent positions.

- Duties include; business development, building rapport with new clients in a marketplace without previous market presence, building a database of clients, contacts and candidates from scratch, placing adverts, interviewing candidates, preparing candidates for interviews, reformatting CV's and managing a role from interview stage to final invoice.

September 2014 – Jan 2016

- Working and Travelling throughout South America

July 2013 – August 2014

Recruitment Consultant & Account Manager (Industrial Sector)
Heads Recruitment Ltd. Urmston, Manchester

- Working as a recruitment consultant in the industrial sector, focusing on temporary vacancies.
- Average weekly KPI finish of 38 – 40 staff members (on varying degrees of pay)
- Average weekly figure of £4000 - £5000 weekly turnover
- Lowest KPI finish of 30 staff
- Highest KPI finish of 45 staff
- Average weekly timesheet value between £55 - £140 each.

March 2010 - March 2013 (intermittently)

Kings Chambers Manchester

July 2008 - March 2009

Sales Assistant

Next Ltd. Manchester Arndale

March 2007 to June 2008:

Medical equipment/material sales

Innovate UK

- Order Clerk, taking customer orders for distribution

March 2007 - June 2008

Order Clerk & Front of Shop

Fetish For Food Deli, Prestwich

- Duties included; taking customer orders both over the phone and in the store, in charge of formulating and packing the orders ready for delivery.

Personal Interests

Since an early age, I have been extremely proactive in my life, enjoying a number of sports, such as long distance running, for which I have taken part in a number of events such as the Great Manchester Run on many occasions. Sports wise, where I am really at home is in the water, swimming for Manchester up to seven times a week in my youth and actively playing water polo for a number of teams throughout my life. Swimming is still a passion of mine.

I am also extremely interested in, not only the views of others, but also helping those in need, as I took part in a project in Uganda, building a school for children in rural Africa. This, I believe, furthered my understanding of the importance of the beliefs and opinions of others and it also added to my beliefs in the importance of hard work.

For nine months in 2014/15, I was both working and travelling throughout the continent of South America. Although exciting throughout, travelling, often alone, within a continent altogether foreign to me was a great challenge. It is one that I believe has given me a far greater sense of responsibility and a strong ability to overcome any obstacles that may come in my way, whether planned or unexpected.

I have always taken these principles into the workplace with me, where I have shown the importance of overcoming unforeseen obstacles, along with a dedication to hard work and a willingness to mentor or guide others in the office. This has allowed my career to progress from one role to the next.

References

Full references available upon request.