

# Matthew J Welsh

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## Objective

To pursue and grow my interests in business, marketing and the economy whilst helping to build the Company to which I am loyally contracted.

## Experience

2001-2002                      En Route                      South Yarra, VIC  
Retail Assistant

- Was responsible for re-merchandising stock
- Updated window displays and implemented new branding ideas that bought about an increase in sales.
- Was responsible for teaching new and existing staff how to operate the newly installed MYOB Retail Manager software.
- Constantly responsible for day to day sales.
- Responsible for end of day cash ups and printing of daily reports for the head office.

2001                              Toorak Pizza and Ribs                      Toorak, VIC  
Kitchen Manager

- Responsible for opening and closing the store 4 nights a week.
- Responsible for timetabling of staff and delivery drivers.
- Often created graphics and organised printing of new menus and promotions.
- Took care of weekly staff payments
- Delegated and was responsible for daily cleaning and cash up duties.
- Made pizza doughs each day and was responsible for the making of all pizzas.

2002                              En Route                      South Yarra, VIC  
Sales Manager

- Was still responsible for all the roles mentioned in previous job description as retail assistant.
- Responsible for all staff timetabling
- Prepared month to month budgets and staff incentive schemes

2002-2003                      En Route                      Port Melbourne, VIC  
Office Manager

- Was responsible for moving the Company forward through the development of Domain Names, Email Registrations, MYOB Accounting, Budgeting Softwares.
- Moved all staffing and reporting procedures from the shopfront in South Yarra to the office in Port Melbourne. This created a streamlined

system for the Managing Director and saw a great increase in communication between the locations.

2003-2004                      Motion Pro                      Port Melbourne, VIC  
Director

- Created a Company called Motion Pro which imported 3D Point of Sale promotional machines from Germany.
- Took the product to internationally recognised shows : Retail Show and POPAI exhibition where the product was highly acclaimed.
- Dealt with clients such as Coles Myer, Coca Cola and EyeCorp whilst handling this product.
- The product was very successful whilst I was handling it in Australia, however, due to the collapse of the German parent Company I was forced to shut down operations.
- Created a branding strategy for the Company including; business cards, website, letterhead, E-Flyers and Brochures.

2004                                      JP and JR Consulting                      Melbourne VIC  
Sales

- Door to Door sales of Country Energy electricity contracts.
- Responsible for organising at team and their designated door knocking areas.
- Moved to Telesales in the St Kilda Road office and regularly achieved sales of 40-50 per week which was above the Company average.

2004 – Present    Get a Life...Health Management    Port Melbourne, VIC  
Director

- Created this Company from scratch with my business partner Marcel Berger. Spent 10 months writing business plans, marketing plans and in depth financials before commencing trade in February 05.
- Have developed strong relationships with some of our major clients; Melbourne Football Club, Pitcher Partners, Puma, SMHA and CSR Gyprock.
- The business has been successfully trading for 11 months now, and is in a position where the sky is the limit.
- We have created an advisory board who a small equity holders in the Company:
  - Adam Jacobe : Founder of ISM Sports Management and current Managing Director of Mettle Group
  - Steve Harris : Ex-Editor of The Age and current CEO of the Melbourne Football Club
  - Sherry Clewlow : Head of Nutrition Australia and writer of hew own very successful series of novels.
  - Julie Clements : An expert in the field of Corporate advice.

Education	<p>1985-1994                      Geelong Grammar School                      Toorak, VIC</p> <ul style="list-style-type: none"> <li>▪ Completed kindergarten through to year 6.</li> <li>▪ Excelled in academic studies and represented the school in mathematics competitions.</li> </ul>
	<p>1995-2000                      Melbourne Grammar School                      South Yarra, VIC</p> <ul style="list-style-type: none"> <li>▪ Undertook Middle School and Senior School</li> <li>▪ Partook in many school camps</li> <li>▪ Played 1<sup>st</sup> XI Cricket and represented the school in Football and APS Championship Golf</li> <li>▪ Attained a TER of 88.95 upon completion of VCE studies.</li> </ul>
	<p>2001-2003                      Monash University                      Clayton, VIC</p> <ul style="list-style-type: none"> <li>▪ Enrolled in a Bachelor of Commerce degree.</li> <li>▪ Currently deferred from the degree to pursue my degree in Entrepreneurship at RMIT, but will be completing the degree in semester 1, 2007.</li> </ul>
	<p>2001-02                      MYOB Training Courses                      Carlton, VIC</p> <ul style="list-style-type: none"> <li>▪ Undertook and successfully completed two courses in MYOB Retail Manager and MYOB Accounting.</li> </ul>
	<p>2004 - Present                      RMIT University                      Melbourne, VIC</p> <ul style="list-style-type: none"> <li>▪ Currently studying a Bachelor of Business (Entrepreneurship)</li> <li>▪ Have attained a high credit average for my subjects to date and will successfully complete the course studying part-time in 2006.</li> <li>▪ In first semester 2004 I started up Get a Life...Health Management for which we have won two cash grants from the University.</li> </ul>
Interests	<p>Golf – Have been a Member of the Royal Melbourne Golf Club for ten and play off a handicap of 9.</p> <p>Horse Racing – Victorian Racing Club member since 2000 and Melbourne Racing Club member since 2003.</p> <p>AFL Football – Avid Supporter of the Melbourne Football Club and have been an MCC member since 1996.</p> <p>Entrepreneurship – Have always had a vested interest in developing and successfully running Companies.</p>

References

Shane Anderson / Steve Harris (Melbourne Football Club) – 9652 1111

Elizabeth Lucas (Director of En Route) – 9646 0645

David Morgan (CEO Westpac Banking Corporation) –

Marcel Berger (Co – Director Get a Life...Health Management) – 9646 9884

ALL OTHER REFERNCES AVAILABLE ON REQUEST