ELEANOR ANGHARAD COCKER

German/British

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**PROFILE**

I am an enthusiastic and energetic individual, full of passion and drive. Everything I do is precise and

with purpose, which enables me to execute everything to a high quality standard. I am both a team

player and a leader and these qualities come naturally to me. I strive to go above and beyond what

is expected of me. I do not settle for anything average, which is where my own competitiveness

comes very clearly to the foreground. I am exceptionally driven and have a postive can do attitude to

my work.

**WORK EXPERIENCE**

**VIP COORDINATOR**

Betsson group [www.casinoeuro.com](http://www.casinoeuro.com) and ww.mrsmithcasino.co.uk

German and UK market, Malta

February 2014 to present

* Working within such a large company as Betsson, I have been able to take full control of all

projects from start to finish with the Casino Euro brand. I also look after Mr Smith Casino

which I manage independently.

Good grasp of Segmentation, Retention and Conversation within the Casino field.

* Excellent communication within my team as well as with adjoining departments is essential,

to make each promotion successful.

* I plan and deliver on multiple projects within the team, ensuring targets and deadlines are

met on time.

* Data collection and utilisation is essential for gaining information on what works and what

falls short. This precise strategy amalgamated with the soft touch of enticing players, is what

put s me at the top of my game.

* In order to make the VIP experience – I use my highly tuned organisations skills and

attention to detail to plan events from start to finish. These are flawlessly executed and

when an unexpected hiccup does present itself, I make sure it is disguised so that no one is

any wiser. For this the ability to be flexible and think on my feet is something I take great

pride in.

* I understand the mind of a player and excel in being able to manipulate the market as a

whole, as well the deposits of an individual account.

* Targeting the correct segments with the most appropriate offers and making sure players

move through the segments, in the most fluid and optimum way, is something that can only

be achieved through military analysis.

**VIP HOST/OFFICE MANAGER**

Win Technologies [www.spinpalace.com](http://www.spinpalace.com) and [www.betway.com](http://www.betway.com)

April 2012 to February 2014

* I started working as a PA to the directors of Win Technologies and Office Manager. Due to

my personable interaction with the directors associates, I was best suited working within the

VIP Team, as I showed tremendous versatility.

* In March 2013, I started hosting both English and German speaking players. This competitive

sales environment coupled with superior customer service was a perfect fit for my

capabilities and skills.

* Due to a business restructure, our team focused on building smaller brands from scratch,

which extended my key responsibilities from retention to encapsulate acquisition and

conversion of players. This has defined my ability to find triggers and exposing players to a

new up and coming brand.

**MEMBER SERVICES MANAGER**

Virgin Active, Kent, UK

2008 to 2012

* Working for Virgin Active I explored a number of different roles such as: sales consultant,

receptionist and member services manager.

* As a member services manager I was responsible of the entire administration, within the

health club. Here I developed my skills working within a team as well as managing one. I

gained great pleasure in dealing with difficult situations and complaints.

* The satisfaction form resolving such issues is incredibly important to me, as it makes me

proad to represent a fantastic brand with an exceptional reputation.

**SALES ASSISTANT**

H.SAMUELS

2006 to 2008 :

* This was my first opportunity to discover my potential within a work environment.
* Hired as a sales assistant it was my first stepping stone in dealing with the public and
* delivering excellent customer service.

**EDUCATION**

**MIDDLESEX UNIVERSITY**

BA LAW Degree, UK

2009 to 2012

* Studying for my Law Degree (BA) I found my love for dedicating myself to a subject and

producing something that I am truly proud of at a higher intellectual level.

**HIGH SCHOOL/SIXTH FORM**

Rainham Mark Grammar School, UK

2006 to 2008

**REALSCHULE AHRWEILER**

Germany

2004 to 2006

**LANGUAGES**

German - Native

English – Native

**INTERESTS**

Scuba diving

Volunteering at our local animal sanctuary