



# Julia Nguyen

Project Sales Manager

London, UK

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## Languages

English

## About

With years in experience in strategic distributor relationships and global wholesale accounts management, I am confident in my ability to drive customer retention, upsell/cross sell opportunities, and ensure customer satisfaction at within a sales structure.

Throughout my career, I have successfully built and maintained strong partnerships with global distributors, working closely with the COO to develop and implement effective strategies for maximizing sales and expanding distribution channels. In my role as a Regional Account Manager for a luxury fashion brand, I acquired and cultivated lasting relationships with premier luxury retailers including Net-A-Porter, MatchesFashion, Nordstrom, and Neiman Marcus. These partnerships have enabled me to consistently exceed sales targets and deliver exceptional customer service.

More recently, I have continued to demonstrate my tenacious sales skills at a well-established FTSE 100 company. My quick career progression highlights a series of accomplishments that illustrate my capabilities of managing the full sales cycle and building high-performance sales teams. While leading sales for the exclusive Royal Exchange development, I generated over £200 million in revenue over 3.5 years, exceeding targets despite pandemic fluctuations. Through relentless outreach and relationship building, I secured deals with high-net-worth clients and investors, including two bulk deals each valued at over £3.9 million.

My experience has equipped me with the ability to accurately forecast territory performance and identify any potential retention risks. I am skilled in analyzing market trends and customer needs to develop customized solutions that align with their business priorities. With a strong business acumen and commercial mindset, I am confident in my ability to drive revenue growth and optimize customer success.

I am eager to bring my passion for strategic account management and my exceptional relationship-building skills to your company. I am confident that my expertise, combined with my enthusiasm and drive, will make me a valuable asset to your team.

### BRANDS WORKED WITH

- LINDA FARROW
- St George – Berkeley Group

## Experience

### ● Project Sales Manager

St George – Berkeley Group | May 2022 - Now

Managed Full Sales Cycle: led the sales process from start to finish for the ground-up construction project Royal Exchange, a highly sought-after mixed use development in South-West London. High-Net Worth Sales: generated £201m in total sales revenue in 3.5 years averaging over £57m each year, hitting the target despite economic fluctuations caused by COVID-19. Closed an average of 18 sales per quarter over the 3.5 year period. Premium Product Sales: sold out of 274 premium residential homes on the project, with property values ranging from £389,000 to £1,265,000. Closing High-Value Deals: negotiated and secured two substantial bulk sale deals - one worth £4,654,000 with a high-profile client and another valued at £3,943,000 with a seasoned investor. Team Leadership and Performance Management: expertly managed a team of 7 Sales Consultants, providing mentorship to foster a high-performing and motivated workforce. Conducted regular performance evaluations, set KPIs, and implemented training programs. Sales Strategy Development: collaborated with marketing and design teams to devise and implement effective sales strategies, aligning them with market trends and customer demands. Pricing Analysis: devised competitive pricing structures that maximized revenue generation while maintaining a strong market position for the projects. Client Relationship Management: built and maintained strong relationships with potential buyers and key stakeholders,

effectively communicating the unique value propositions of our projects. Agent Relationship Management: cultivated and nurtured agent relationships to build a network of strategic partnerships, driving increased sales opportunities and project visibility. Sales Performance Analysis: analyzed sales data and trends, generating comprehensive reports to assess project performance. Utilized insights to make informed decisions and identify areas for improvement. Project Promotion and Marketing: collaborated with the marketing team on press/digital advertising and social media campaigns. Organized events and utilized various marketing channels to reach potential buyers. International Markets Engagement: led weekly calls with the Heads of International Offices to maintain current overseas market knowledge, oversaw international launch events, discussed budgets, and briefed teams on any new phase launches. Product Presentation: continually reviewed product presentation to ensure optimum sales prices and sales rates are achieved within the defined parameters of the overall corporate image. Team Development: expertly oversaw the recruitment, evaluation, training, motivation, and professional growth of the sales team. Budget Tracking: Monitor marketing suite operating expenditures and sales outcomes to inform strategic budgeting and cost control aligned with overarching financial objectives.

### ● Sales Team Leader

St George – Berkeley Group | Mar 2021 - May 2022

Lead Generation: instilled a culture of proactive lead generation while overseeing rigorous follow-up on all sales prospects by the team, increasing lead conversion rate by 25%. Market Analysis: stayed informed on real estate market trends and competitors' activities to conduct market analysis and identify opportunities and challenges, enabling the out-performance of competitors. Project Knowledge and Expertise: demonstrated a deep understanding of the build process, specification amenities, pricing, and potential for capital appreciation. Sales Progression: facilitated a smooth transition from reservation to exchange, enhancing customer satisfaction and loyalty. Monthly Reporting: led presentations at monthly project reviews with senior directors on sales positions to date, monthly overview, and international and local market sales activity. Customer Journey Management: curated and streamlined the end-to-end customer journey, ensuring unrivalled customer experience with competitors. CRM System Management: strategically leveraged C360 CRM insights to identify and enhance sales opportunities across client portfolios.

### ● Sales Consultant

St George – Berkeley Group | Feb 2018 - Mar 2021

Driving Sales: applied effective selling skills to exceed required sales targets and build a robust pipeline of potential new business opportunities through persistent outreach and relationship-building. CRM Data Management: ensured comprehensive capture of all daily and weekly sales inquiries, opportunities, and walk-ins within C360 to maintain the accuracy of CRM insights. Competitive Intelligence: conducted comprehensive monthly reviews of competitor reports to derive actionable insights and maintain an incisive view of the competitive landscape.



### ● Regional Account Manager

LINDA FARROW | Feb 2015 - Feb 2018

Strategic Distributor Relationships: started at the company as a Sales Administrator in February 2015, working closely with the COO to develop strong partnerships with global distributors, before being promoted to Regional Account Manager in December 2015. Global Wholesale Accounts Management: cultivated lasting partnerships with premier luxury retailers including Net-A-Porter, MatchesFashion, Nordstrom, and Neiman Marcus by providing bespoke support and driving value. Sales Growth Acceleration: exceeded sales targets by consistently generating over 30% seasonal growth, achieving £1.7M in orders during one season accounting for a 42% share of wholesale business. Contract Negotiation: secured mutually beneficial contract terms, discounts, and logistics arrangements through principled negotiations with new wholesale partners. New Markets Prospection: researched and entered new territories through travelling, networking, and effectively pitching to prospective accounts, expanding distribution. Data-Driven Decisions: provided ac-

tionable sales analytics to optimize stock levels, minimize slow sellers and prompt strategic restocks driving turnover.

## Education & Training

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- **University of Roehampton**

Bachelor of Science,